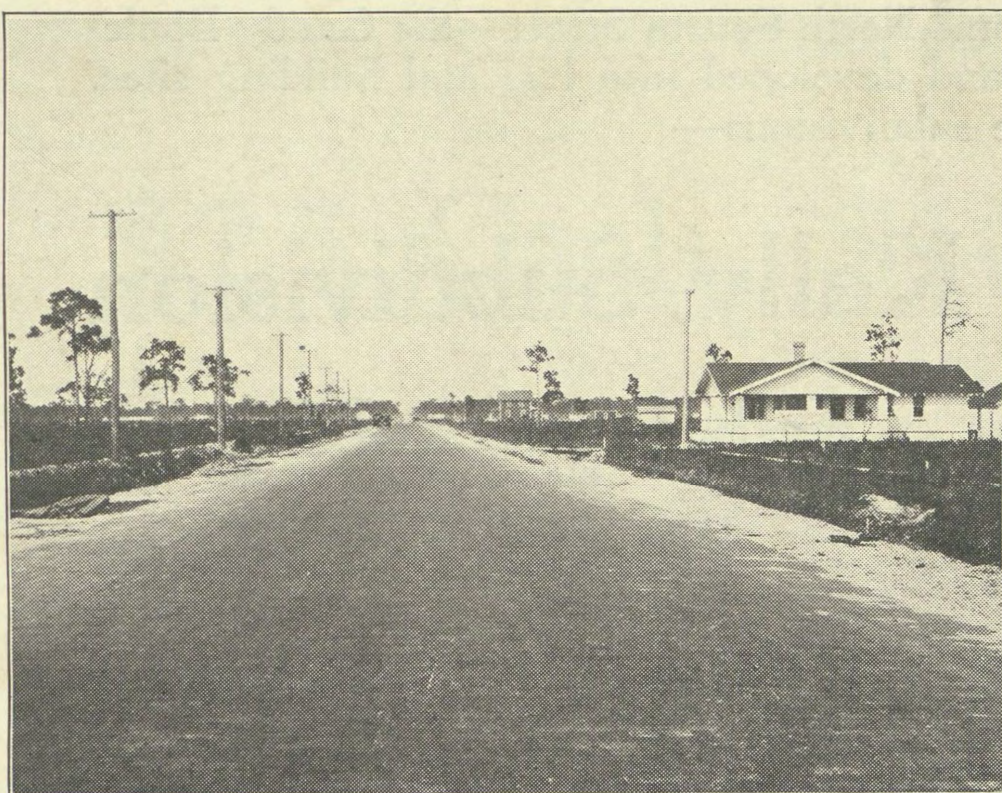


Official
Opening Program
and Pictorial History
of Gandy Bridge

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These two photos tell the story of what's happening out Gandy Bridge way. The one at the right was taken just about a year ago, right after the grade had been established on Gandy Boulevard. The photograph below shows Gandy Boulevard as it is today—one of the finest roads in Florida. It also shows homes which have sprung up as though by magic. The development in this section has been remarkable—and it has only just begun.



GANDY BRIDGE is opened—and a dream of twenty years is a dream no longer. A slender finger of sand and concrete and steel, it spans the waters of Old Tampa Bay, linking together the two greatest cities of the Florida West Coast, St. Petersburg and Tampa.

In building the mighty structure, "Dad" Gandy has performed an invaluable service for this part of Florida. For generations to come, traffic will continue to stream over the bridge, bringing prosperity with it.

And the building of the bridge has made millions for far-sighted investors. A vast section—a wilderness just a year ago—has been opened up for development, and values have soared phenomenally.

There are still opportunities for making money by buying property in the Gandy Bridge section. We have many excellent listings in our office. Let one of our men take you out so you can look them over.

*"The Organization
with a Legion
of Friends"*



=BOUTON & CERMAK=
519 Central Ave. St. Petersburg, Fla.



Gandy Boulevard Makes Our Success

Dreams do come true. With the actual opening of Gandy Bridge, George S. Gandy's dream comes true—a dream which even the most optimistic forward-thinking South Floridian thought impossible.

Even we did not believe, a few years ago, that Gandy Bridge, as dreamed by its creator, would ever become a reality—but we did see in our mental vision Gandy Bridge a reality just a little ahead of the crowd.

We bought acre upon acre of raw land—raw land located along the line of what was to become and what has become North Fourth Street—the Gandy Boulevard. That land we have subdivided and developed into lots and building sites. That land has become seven distinctive subdivisions—

John Alexander Kelly Subdivision

Baybreeze Subdivision

Kelly-Bruce Subdivision

Penns Subdivision

Pinehills Subdivision

Kelly-Goodell Subdivision Kelly-Brabson Subdivision

We had faith in Gandy and his bridge—it was well founded faith—Gandy's determination brought Gandy Bridge—and our faith was rewarded because we backed our faith by investing in raw acreage in a territory where Gandy Bridge and the northward travel over Gandy Boulevard brought thousands and thousands of added value to our property.

With the opening of the bridge new value will come to every one of our subdivisions because of their location in this Gandy Boulevard territory.

Any lot anywhere in any of these seven subdivisions hold for you an opportunity to have rewarded your faith in the future of St. Petersburg and of that territory lying northward from St. Petersburg to the Gandy Bridge.

Your reward for your faith when you invest in any of these subdivisions is your profit which is assured by the rapid growth which Gandy Bridge will bring almost every hour.

JOHN ALEXANDER KELLY, INC.

W. A. Scarbrough, Sales Manager

Phone 1608

St. Petersburg, Florida

701 Central Avenue

Pomello Park

Pomello Park is a 12,000-acre subdivision, subdivided into 10-acre units, situated in Manatee County, Florida

\$25 Cash, \$10 per month
buys ten acres at \$40 an acre

Buy and locate where hundreds of people have already bought.

Learn the details from the owners.

Houk Realty Co.

689 Central Avenue

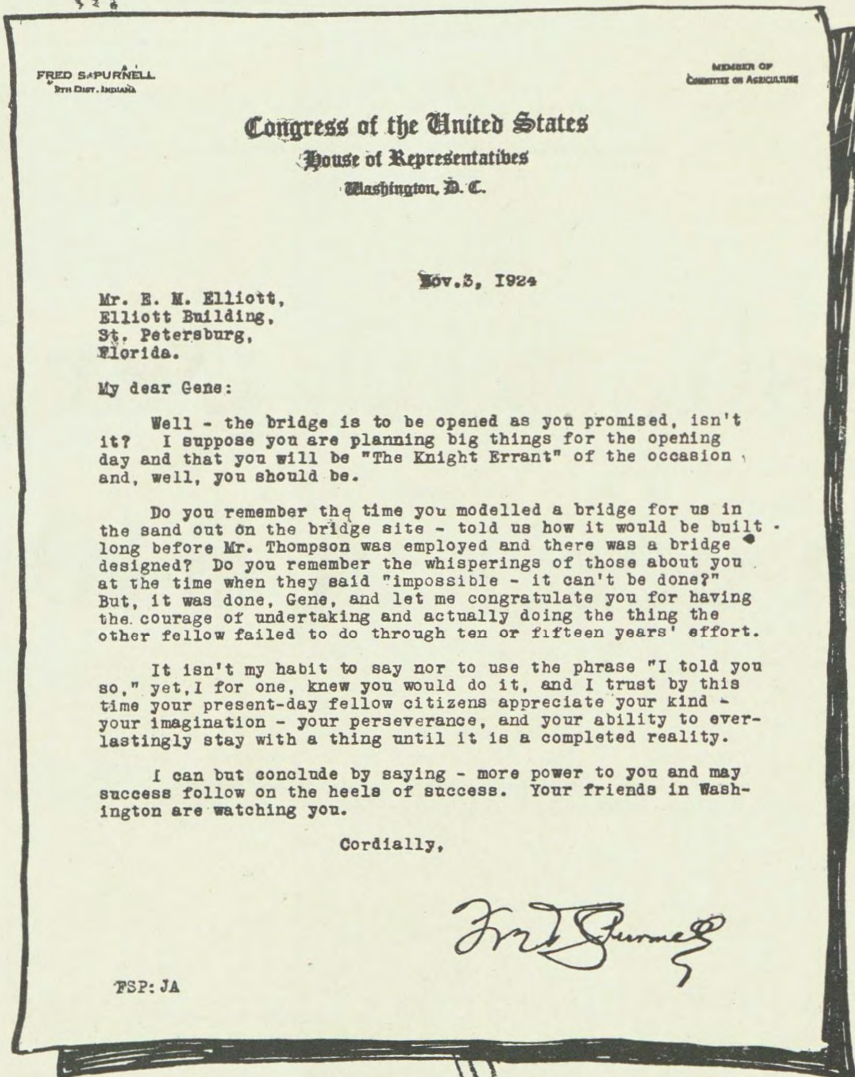
Green-Richman Arcade

Rooms 7-9

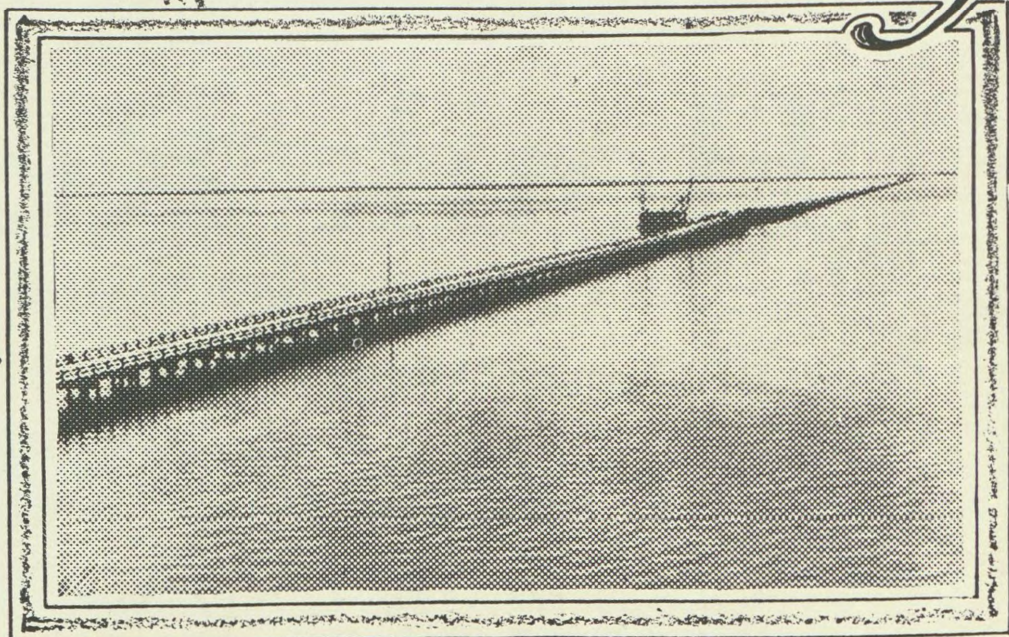
St. Petersburg, Florida

Phones 1854

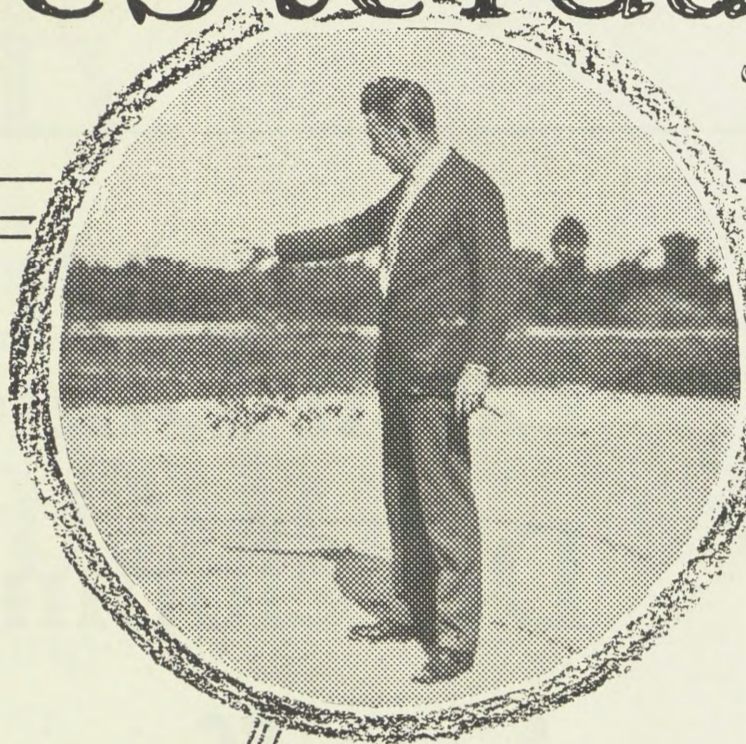
Yesterday



To-day



Yesterday

*Tourist News Publishing Company*

Publishers of the
TOURIST NEWS
TOURIST TRADE

Operators of the
TOURIST NEWS PRESS
ADVERTISING PRINTERS

St. Petersburg, Florida

November 6, 1924

Mr. E. M. Elliott,
St. Petersburg, Fla.

Dear Gene:

In behalf of the caterers furnishing food and equipment to our noon day luncheons, whether it be the Advertising Club and University Club or what not, I want to enter this protest.

Two years ago you were content to draw the map and the picture of the Florida Riviera to be--in the sand. Today in your enthusiasm you ruin perfectly good table clothes with lead pencils. I protest!

When you drew your Riviera on the table cloth at Ad Club luncheon yesterday for Poynter, Lindsay and myself, as far as I'm concerned at least--you drew the Riviera picture for about the 700th time.

Two years ago, Gene, they all thought you impossible--they didn't know you. Which brings to me this bright idea. Why not have an advertisement to appear in our publication, The Tourist News, showing the Riviera pictorially yesterday--and today. Thus you have accomplished the so-called impossible. Is there anything more appealing?

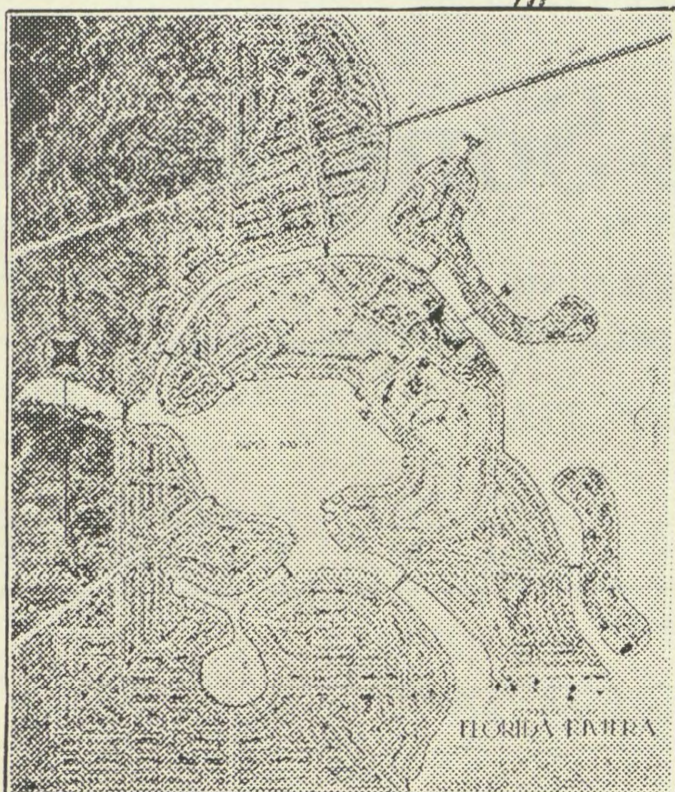
Sincerely yours,

TOURIST NEWS PUBLISHING COMPANY

Harold Sommers
By J. Harold Sommers,
President & General Manager.

JHS:ML

To-day



Each Donovan Development Has A Different Appeal

INTER BAY

Convenience

LAKE PASADENA

Beautification

PALM HARBOR

On Seven Hills

BELLEVISTA BEACH

Gulf Frontage

"PROMISES FULFILLED"

Donovan & Sons, Inc

DONOVAN BUILDING

Phone 809

Central at Sixth

ST. PETERSBURG, FLA.

Safety Solidity Dependability

These are Our Watchwords

If you have property interests of any kind in St. Petersburg or vicinity, you can come to us with the assurance that you will be protected.

Fisher & Deaderick

REALTORS

210 First Avenue North

St. Petersburg, Florida

Dear Folks--Don't Dissolve The Pearl

"Don't dissolve the pearl of independence in the vinegar of obligation" by buying, renting or leasing something unsatisfactory.

We are pioneers in the local real estate business and our judgment of properties and values will prove worthwhile to any person enlisting our services.

Our past record is what built our present large patronage.

WE HAVE KEPT FAITH WITH THE PUBLIC

If you intend visiting St. Petersburg this winter, sit right down and write us. We will act for you in the selection of rooms, cottage, bungalow, house or apartments or hotel.

Advise when you will arrive and we will be on hand to care for you.

Or if you are coming here intent on seeking investment possibilities our knowledge of local conditions will prove profitable.

Our listings are always choice and large because we have a great buying, renting and selling patronage gained through fair dealing.

DAN MORRIS

- - - - -

Realtor

"NUF SED"

ST. PETERSBURG, FLORIDA

Babson Park

Polk County

Switzerland of Florida

Elevation 300 feet above sea level

Use the Gandy Bridge and you can easily drive to Babson Park in three and one-half hours from St. Petersburg, via Lakeland, Bartow and Lake Wales. See the section which Roger W. Babson has selected as the most beautiful in Florida and where he has under development "The Model Residence City of Florida." While there, visit the office of the Stephenson Realty Co., General Sales Agent for the adjoining townsite, also groves, citrus lands and acreage, where every courtesy will be shown you.

Stephenson Realty Co.,

General Sales Agent

Princess Martha Hotel Building

(formerly Mason Hotel)

Corner First Avenue North and Fourth Street

ST. PETERSBURG, FLORIDA

THE GANDY BRIDGE

CONNECTS

TAMPA with LARGO

AND LARGO'S FINE GULF BEACHES

SEE LARGO, THEN SEE

FOGARTY BROTHERS

ROOM 11, GREEN-RICHMAN ARCADE

St. Petersburg, Florida

Congratulations

--- are here extended to Mr. **Geo. Gandy and Sons** for giving to St. Petersburg and Florida in general, one of its greatest assets. We feel that the materialization of Mr. Gandy's bridge dream is worth millions of dollars to this peninsula. "Dad" Gandy's farsightedness will mean much to all of us.

The **N. E. Jones & W. A. Chandler Realty Co., Inc.**, feels that it can handle millions of dollars' worth of real estate to both the buyer's and seller's advantage since this bridge development is complete. We handle bargains only as our customers will testify.

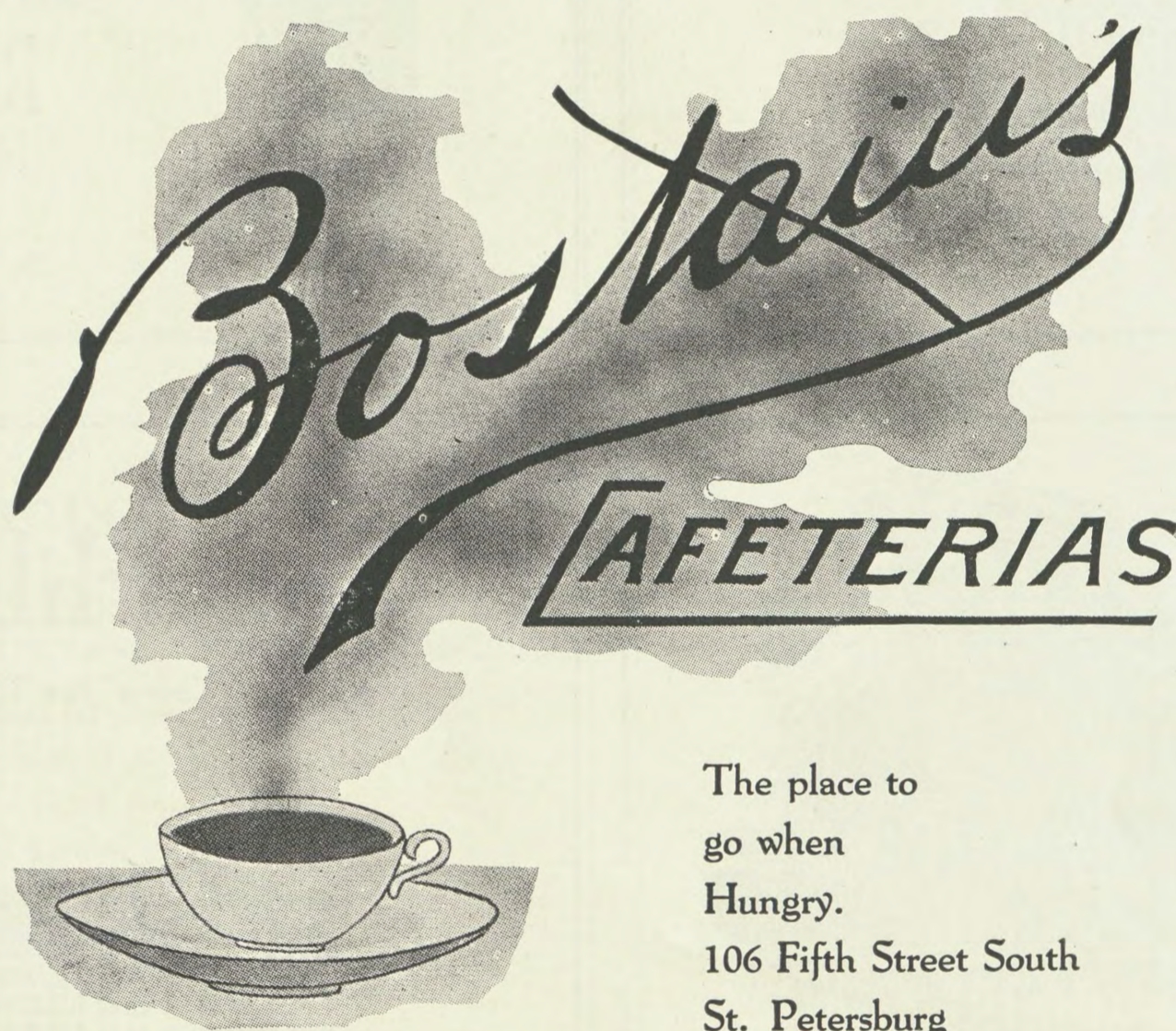
**N. E. Jones & W. A. Chandler
Realty Co., Inc.**

Phone 1629
"One look means a lot"

Offices:
620 Central Avenue

St. Petersburg
"The Sunshine City"

ALL HONOR TO THE GANDY'S



The place to
go when
Hungry.
106 Fifth Street South
St. Petersburg

The Home of Good Coffee

Everybody Knows "Uncle Buddie."



PHEIL HOTEL

Open all year.
European plan.
New and fireproof.
Steam heated.
Every safety appliance
Auto storage in rear.
Spacious sample rooms
Most central location.
Best of service
Reasonable rates.
For tourists.
For travelers.
For families.

"Overtopping the Town"

130 Rooms—130 Baths—130 Showers

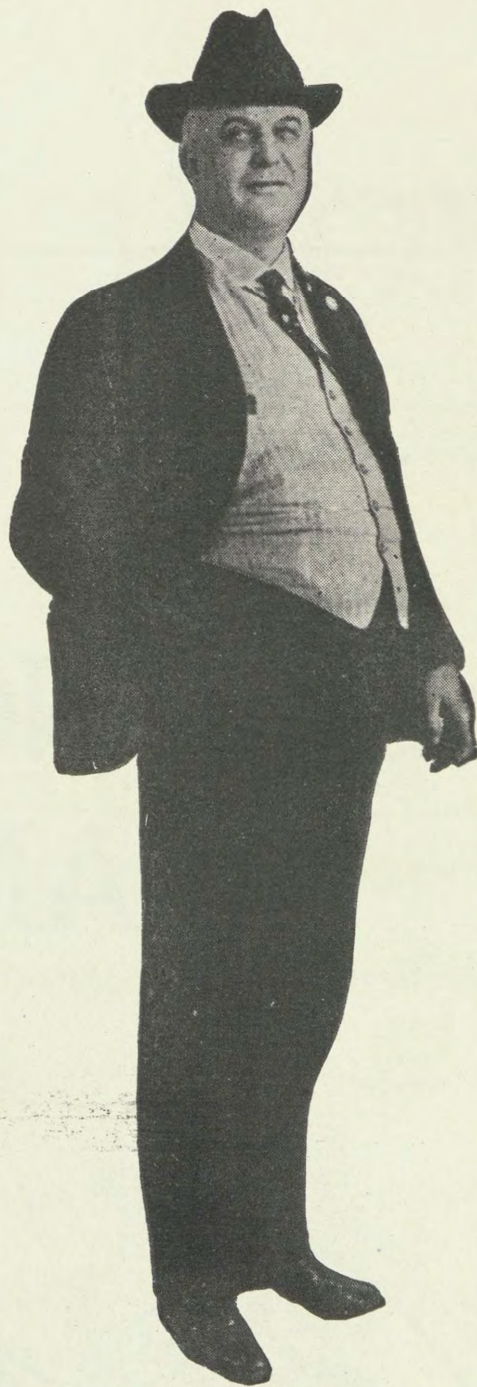
Soft Water Throughout

Every Room an Outside Room

A Hotel of Personal Service

Rates on Application

R. T. THORNE,
Manager.



**Better By Far Than a
Tip on the
Stock Exchange**

is a tip on realty develop-
ments from the Ray Kim-
ball Realty Company.

Ray Kimball **knows** realty
values!

Investors who have fol-
lowed Ray Kimball's ad-
vice have made money
and are still making
money.

RAY KIMBALL REALTY CO.

208 Central Avenue

Phone 142

St. Petersburg, Florida



THE PRINCESS MARTHA

ST. PETERSBURG, FLORIDA

**Preminent resort hotel on the
Florida West Coast**

NEW, FIREPROOF

250 Rooms 250 Baths

AMERICAN PLAN

Season—December to May

SHERMAN DENNIS,

Manager

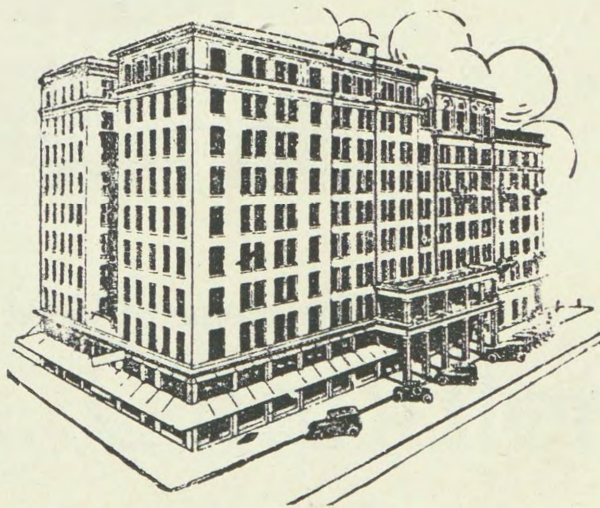
"A PLACE IN THE SUN"

Summer Resort:—The New Monterey, North Asbury Park,
N. J.

Located 1st Ave. North and Gandy Boulevard, (4th St.)

The Hillsboro

"Top o' the Town"



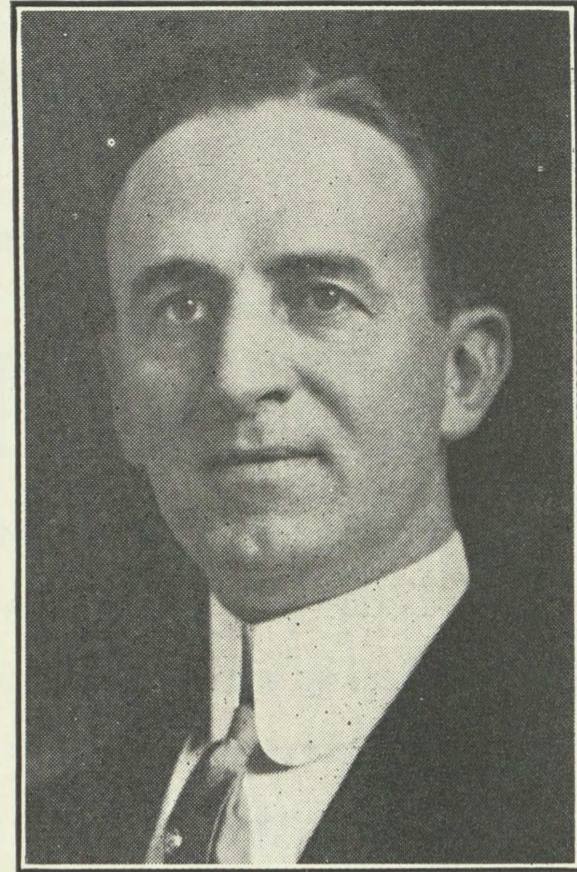
Tampa's Largest Hotel

Fine Views from Roof Dining Room

We join our
many clients and friends
in celebration of this
great day

J. B. GREEN REALTY COMPANY

649 Central Avenue
St. Petersburg, Fla.
Phone 340



Compliments of
W. J. WARRINGTON
REALTOR-NOTARY
ST. PETERSBURG, FLORIDA

The Trumpet's Tribute

to MR. GANDY by

NEW-YORK PENNSYLVANIA REALTY CO., INC.

*Blow, Trumpet, blow, and let creation know,
That this old world is made I wean,
Of those who build and those who dream.
But hardly can you find a man
On such a grand and noble plan,
To whom is given by kindly Fate,
To dream and also to create.*

*Blow, Trumpet, blow, and let the whole world know,
That Mr. Gandy is the man,
To dream, to vision and to plan,
And then with one broad sweeping swing,
Dreams to reality to bring.
Blow, Trumpet, blow, the world shall ever know,
Fate gives St. Pete this privilege,
To own the man who built THE BRIDGE.*

Watch for "TRUMPET" Specials

New York-Pennsylvania Realty Co., Inc.

526 Central Avenue Central Arcade Just off the Street

St. Petersburg, Florida

We congratulate
the Gandy Bridge Company
on their remarkable achievement

**Foley-Carter
Insurance
Agency
Inc.**

St. Petersburg, Florida

TAMPA

ST. PETERSBURG



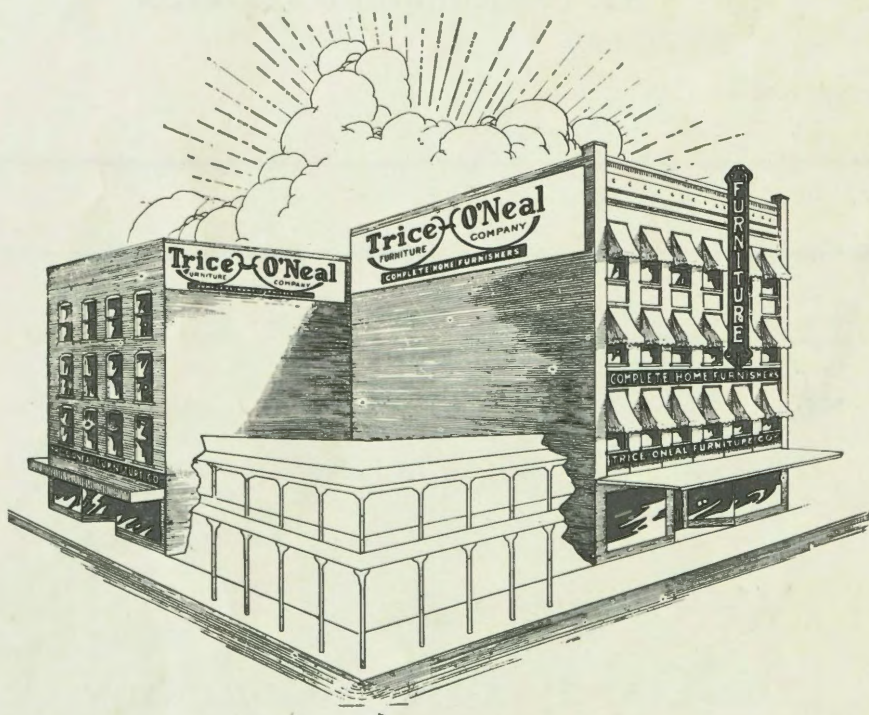
DREAMS REALIZED

Yesterday the distance between Tampa and St. Petersburg was fifty miles, a two-hour trip. Today the distance is nineteen miles, a forty-five minute trip. We take off our hats to Mr. Gandy and his associates, and congratulate them on their wonderful piece of work which will mean so much to two of Florida's liveliest cities.

More than twenty years ago Mr. O'Neal was dreaming and his dreams are realized. Today two big stores filled with beautiful furniture are the results of his dreams.

May the Gandy Bridge and the two big Trice-O'Neal Stores serve the public faithfully in the many, many years to come.

The Tampa Store



Two big buildings at 1011 and 1013 Franklin Street and 309 and 311 Harrison Street. This store is under the personal supervision of Mr. O'Neal and has served Tampa and surrounding cities for a great many years. Dependable furniture—lowest possible prices—service and honest business methods have established for this store a reputation above reproach.

The St. Petersburg Store

Located on Ninth Street North, at Third Avenue. 15,000 square feet of floor space. This store was formally opened Saturday, November 8th. Thousands of people attended the opening and opening sale. Hundreds have endorsed this store by already becoming its customers. Policies that have made the Tampa store so popular will be this new store's policies. Mr. Trice is in charge of this new store.

P. A. PAGE

HERMAN LEIGH PAGE

Developers of
Oak Ridge No. 1 Oak Ridge No. 4
Oak Ridge No. 2 Oak Ridge Estates
Oak Ridge No. 3 Kenilworth
Pine Ridge

PAGE BROTHERS

559 Central Ave.

St. Petersburg, Florida

*Wait for Announcement
of Our Finest Development
Before Buying Lots
This Season*

Associates

J. T. BONNEY, JR.

J. M. WOOD

B. M. COPELAND

ETHEL M. FOGG

ADELLA PAGE

L. F. GRAVES



George S. "Dad" Gandy, the builder of Gandy Bridge

Official Opening Program and Pictorial History *of the* Gandy Bridge

November 20, 1924

BRIEF but impressive ceremonies are to mark the official opening and dedication of the Gandy Bridge, \$3,000,000 structure which links together the shores of Hillsborough and Pinellas counties. The guests of honor at the ceremonies will be the governors of approximately twenty-five states who came here for the event following the governor's conference held in Jacksonville early this week.

Arriving in Tampa Wednesday evening, the governors were to be entertained at a banquet and ball at the Tampa Yacht and Country Club Wednesday night. Leaving Tampa Thursday afternoon, the governors are to be taken directly to the bridge, where they are scheduled to arrive at 3:30. The party will stop near the drawbridge where a rope of flowers will have been stretched across the way. In the presence of the assembled bridge officers, newspaper representatives, St. Petersburg and Tampa city officials, and county officials of Hillsborough and Pinellas counties, Governor Cary A. Hardee, of Florida, will untie the rope, and page girls will carry the ends to each side. After a few short speeches of congratulations, the party will proceed.

Upon the arrival of the governors in St. Petersburg, a short program will be held in Williams Park, during which Mayor R. S. Pearce will welcome the governors to the city. The governors will then retire to the Huntington Hotel to await the banquet at 8 p. m. which will be the principal entertainment offered by St. Petersburg. The governors are scheduled to depart from St. Petersburg at 8 a. m. Friday on a tour of South Florida.

The publication of this official Gandy Bridge souvenir, 10,000 copies of which are to be given away upon the opening of the bridge, was made possible through the co-operation of the firms and individuals whose advertisements appear on its pages. Many of these advertisers are stockholders in the Gandy Bridge Company, and through their financial support helped to make the project possible. It is to such public spirited men as these that Florida owes its present day prosperity—they are the doers who make big achievements possible.



The Bridge that Gandy Built

ACROSS the waters of Old Tampa Bay it extends, nearly six miles in length, binding together the shores of Hillsborough and Pinellas counties, linking together St. Petersburg and Tampa.

Gandy Bridge it is called, named after the man whose vision and dogged persistence changed a dream into a reality—George S. Gandy, better known to his friends as “Dad” Gandy.

Years ago, “Dad” Gandy conceived the idea of building the bridge. When he told his friends about it, they were frankly skeptical. Some laughed at him, saying the construction of such a bridge was “impossible”. Even the most optimistic St. Petersburg boosters considered the idea ridiculous.

But strange as it may seem, the bridge that “Dad” Gandy dreamed of years ago is today an actuality. It is the longest automobile toll bridge in the world—one of the greatest engineering feats ever performed in Florida—built at a cost of nearly three million dollars.

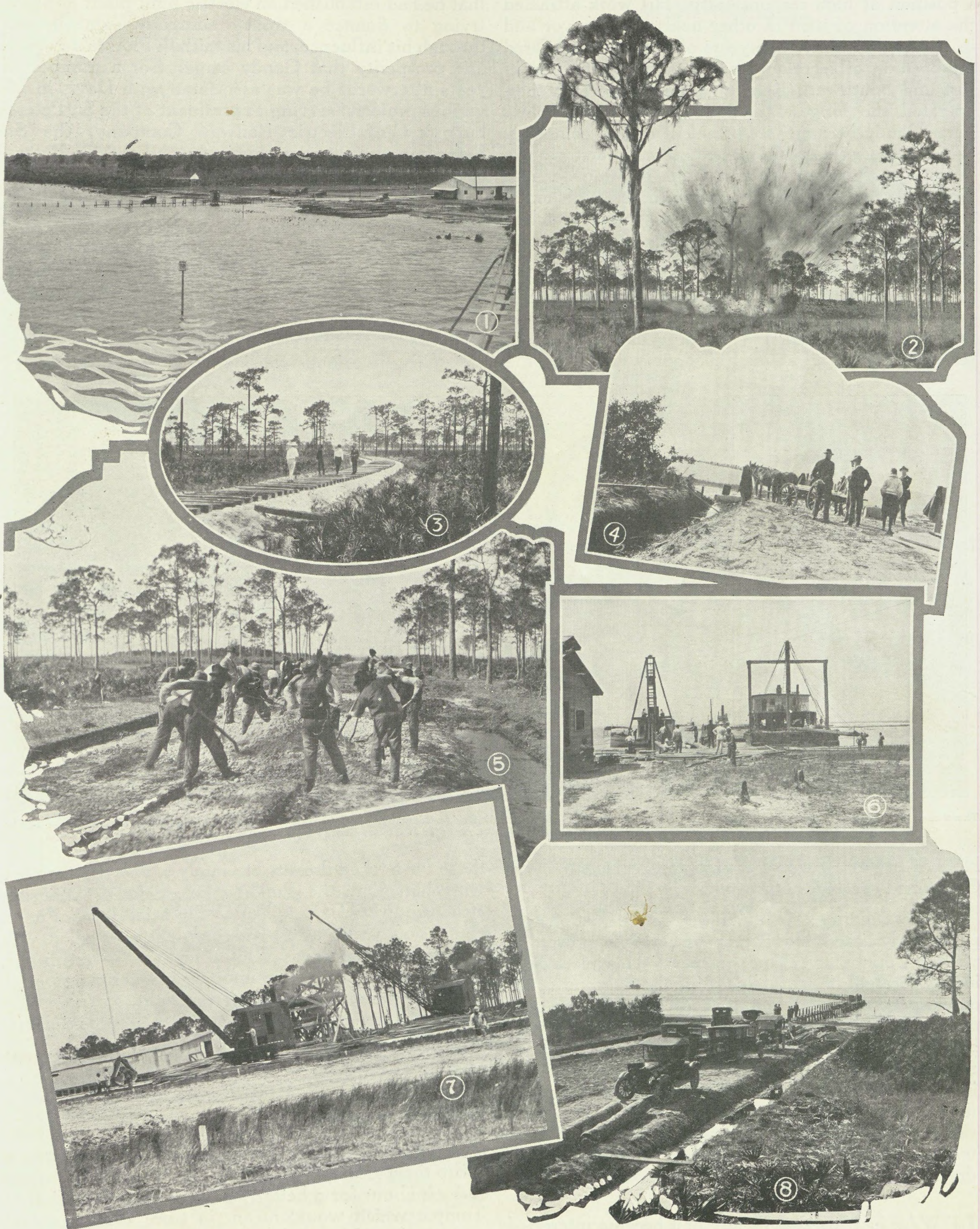
Gandy Bridge is the work of a dreamer—unquestionably. Only a dreamer of the most pronounced type could have conceived such a project and only a dreamer could have carried it through to completion. And yet—the Gandy Bridge of today, carrying the first onrush of traffic, is irrefutable evidence that dreams sometimes come true.

However, there was nothing dream-like about the struggle Gandy had to make his dream materialize. Only by keeping everlastingly wide-awake, ready at all times to get down and plug, was he able to see the solid structure take form before his eyes. Only through sheer perseverance was he able to convince others of the feasibility of his idea and get the assistance needed to assure its completion. He worked untiringly for years and finally, lo and behold, his dream was a dream no longer.

THOSE who know “Dad” Gandy know that he has a reputation for far-sightedness. Many of his ideas which once appeared highly absurd and which aroused the derision of his friends, have since proven to be possible and profitable. This far-sightedness, plus a willingness to work everlastingly, possibly explains “Dad” Gandy’s success.

Ever since he was a youngster of sixteen years of age, George Gandy has had to make his own way in life. He was able to finish a course in a grammar school, but after that he had to go to work. He snapped up the first job he found open—a job as office boy in the firm of Henry Disston & Sons, saw manufacturers of Philadelphia.

Gandy remained with this firm for eleven years, being promoted from one job to another until he held



Preparational work at Ganbridge construction camp: 1—Ganbridge after work was just started. 2—Dynamiting stumps on sits of Ganbridge. 3—Two and one-half miles of temporary railroad laid to connect Ganbridge with Atlantic Coast Line and deep water at Port Tampa. 4—Clearing the way to shore line where causeway was to start. 5—Early work on road to Ganbridge. 6—Building one of many docks needed for the large fleet and barges and boats. 7—Locomotive cranes handled thousands of tons of materials at Ganbridge. 8—After work was really started—dredge at work in background.

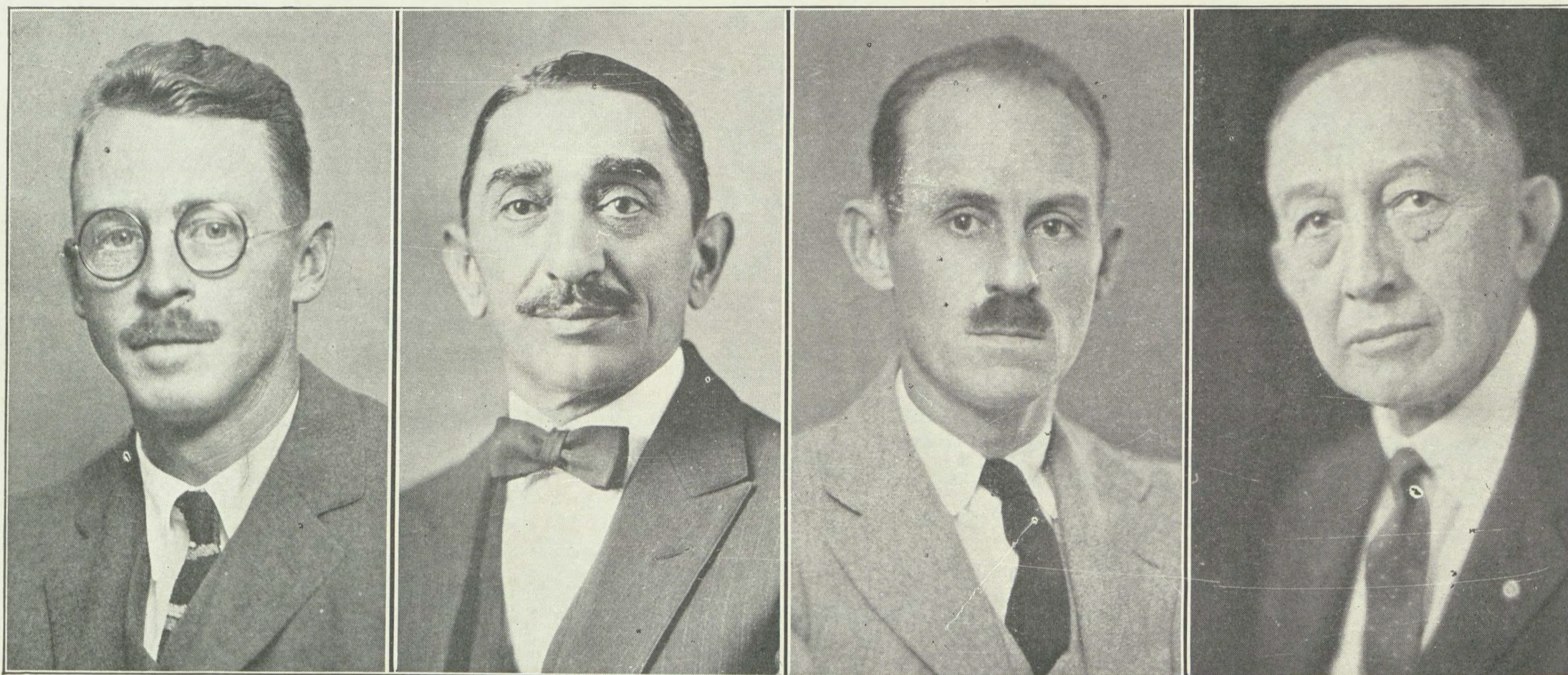
a position of high responsibility. His work attracted the attention of men in other fields of endeavor and in 1882, when thirty-one years of age, he was offered the position of secretary and treasurer of the Frankfort and Southwark Railway Company, which then operated the longest traction line in Philadelphia. Later Gandy became vice-president of this company. While holding this position, he became a factor in the evolution of modern urban transportation—a real pioneer in his line, for those were the days of horse-cars and funny little dummy engines, and he watched them, largely as a result of his own efforts, give way to the electric trolley car.

As president of the Omnibus Company General and the Fairmount Transportation Company, Gandy was instrumental in the building of a number of trolley lines in and about Philadelphia, including the

that he had established an electric light plant and was trying to finance a trolley company—and it was through his influence, and his faith in Florida's growth and prosperity that Gandy came. For a number of years afterwards he was associated with Davis in his various projects, serving as president of the St. Petersburg & Gulf Electric Railway Company, the St. Petersburg Investment Company and the St. Petersburg Electric Light & Power Company.

Not content to retire from active life—even though his accumulation of worldly wealth would have warranted this—Gandy, eager to do his part toward promoting the city in which he had elected to spend his declining years, in 1912 purchased the corner at Central avenue and Fifth street on which he built the Plaza Theatre and office buildings.

This, his friends considered, was just another of



These men, with George S. Gandy, Sr., comprise the board of directors of the Gandy Bridge Company. Left to right—Al. L. Gandy, secretary and treasurer of the company, who also served as superintendent of construction during the past year; T. J. Heller, George S. Gandy, Jr., and C. W. Greene, of Tampa

Holmesburg and Tacony, the Doylestown and Willow Grove and the Fairmount roads.

The building of the Willow Grove road was a particularly good illustration of Gandy's power to visualize opportunity and grasp it. This place was ideally located, he maintained, for the building of an amusement resort, and he insisted that if it were connected with Philadelphia by transportation it would be a valuable asset to that city. His friends and business associates, and others whom he tried to interest in the project, scoffed at the idea. Gandy remained firmly insistent, however, until the line was built, and the rapid growth of a splendid, modern resort was merely the fulfillment of another of his cherished dreams.

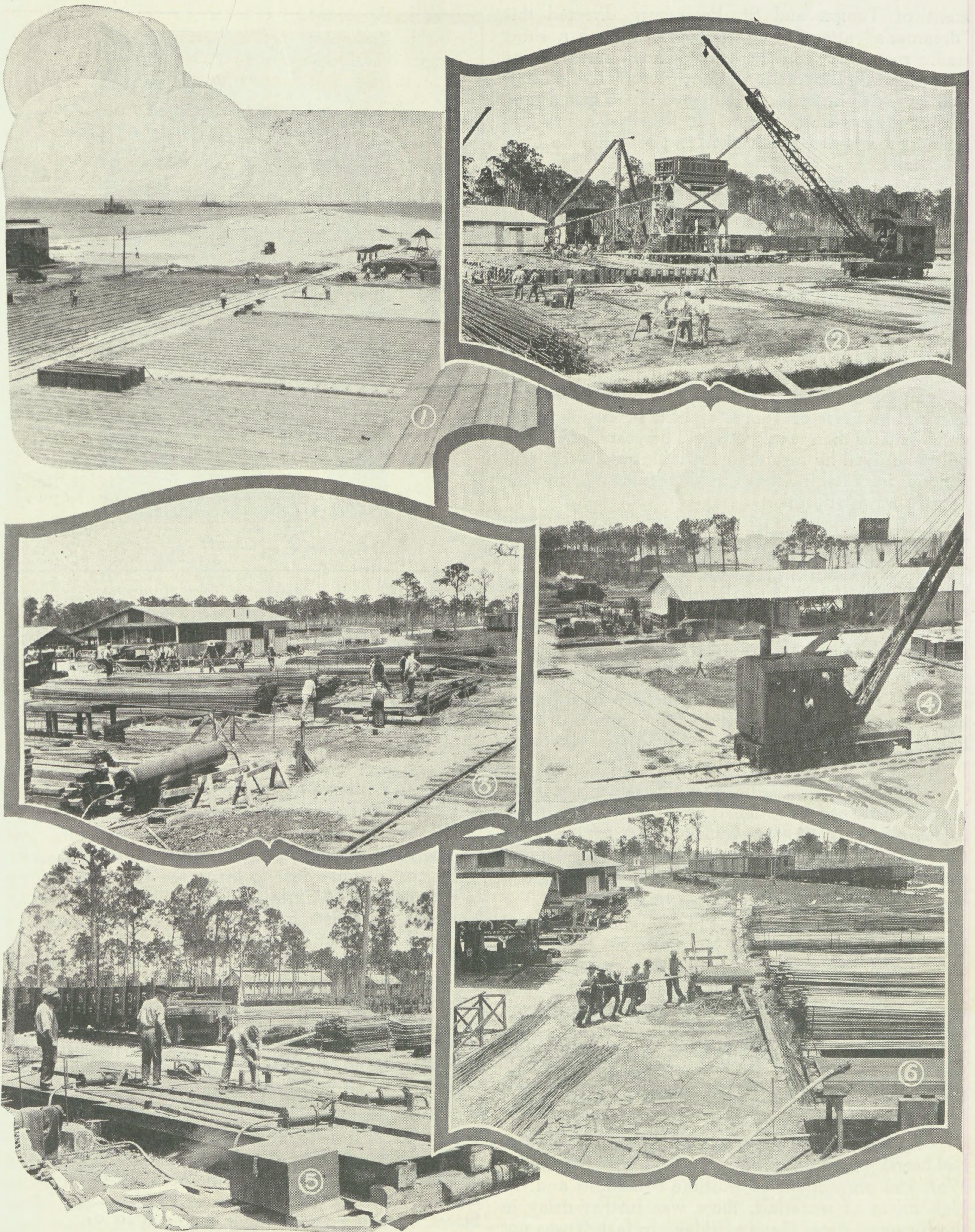
IT WAS in 1902 that Gandy first became interested in St. Petersburg. F. A. Davis, a Philadelphia publisher, was at that time interested in the little Florida city with its less than 2,000 inhabitants—so much so

those far-fetched dreams of Gandy's, and they argued with him that the building of such an expensive structure would be a heavy financial loss. For a couple of years after its completion, even, it was spoken of as "Gandy's White Elephant"—but in due time it came to be looked upon as another example of his almost uncanny power of foresight, so splendidly has the investment worked out for his best interests.

When one's life work has been that of development along a certain line, it is only natural that he should be quick to recognize possibilities in that line wherever he goes.

That is why, no doubt, George Gandy, only a short time after his arrival in St. Petersburg, began to look about for a better means of transportation to Tampa, which would mean, in turn, closer contact with the world beyond.

Years of study of the movement of people and a new knowledge of the rapid growth and develop-



Gandy Bridge during peak of construction activities. 1—April, 1923—Dredges build up Hillsborough causeway while workmen construct concrete yard at Gandy Bridge. 2—Concrete pile casting plant and yard. 3—Reinforcing steel yard. 4—A section of the construction camp. 5—Bending reinforcing steel by compressed air. 6—Much of the reinforcing steel was bent by hand—a laborious task.

ment of Tampa and St. Petersburg directed this "dreamer's" attention to the possibility of a short traffic route between the two cities in some future time when the population might be sufficient to support such an enterprise. He looked ahead into a time when Progress would not be satisfied with a fifty-two mile road when a much shorter one could be built practically.

He studied the situation thoroughly, and he decided that sometime—within his own lifetime—Old Tampa Bay must be spanned. Then the cities would be separated only by the six-mile strip of water which lapped the two shores at their narrowest dividing point.

The idea of this bridge was first conceived in 1903. A man of sound judgment—as well as of visions—Gandy knew the time was not yet ripe for such an undertaking. He must wait until the population and progress of Tampa and St. Petersburg were much greater than then. It would be years, of course, but if he lived he meant to see it through—this stupendous undertaking that would mean so much to the West Coast of Florida.

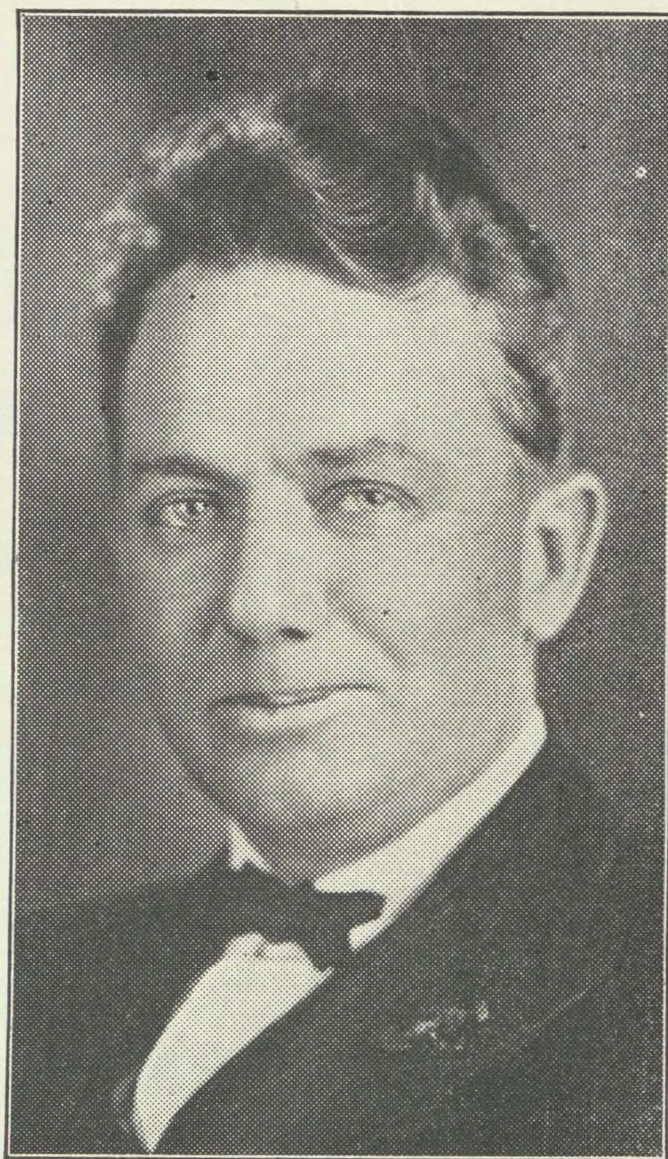
NOTHING definite was done toward the building of the bridge until the winter of 1915, when Mr. Gandy engaged a corps of engineers to survey the bay and the land along both shores. He then worked out a tentative plan of the structure. Two years later he formed a company for its building.

Nine months Gandy spent in securing necessary state and federal rights to place the proposed bridge in the location he had selected—long months of hard fighting against competitors, and of determination to win in spite of them.

The Tampa, Atlantic & Gulf Railroad, a local organization, had been ahead of the Gandy company in submitting to the government plans for a bridge, the proposed two lines crossing and causing complications for Gandy. At that time the bridge-to-be was known as the Tampa-St. Petersburg Bridge.

Through co-operation of civic organizations and leading banks and business houses of St. Petersburg and Tampa, who mailed or telegraphed endorsements of the enterprise to officials in Washington and Tallahassee, and through the efforts and influence of such public men as Senator Duncan U. Fletcher, Congressman Herbert S. Drane, Legislator Sam D. Harris and State Senator John S. Taylor, the necessary legislation and permits were finally granted, February 11, 1918.

By the time all necessary rights and permission had been secured, the United States entered the World War, and on account of wartime conditions and the high prices of materials, there was further delay in the construction of Gandy Bridge. In fact, it was not until late in 1920 that financial conditions had improved sufficiently to warrant thinking of and planning for it again.



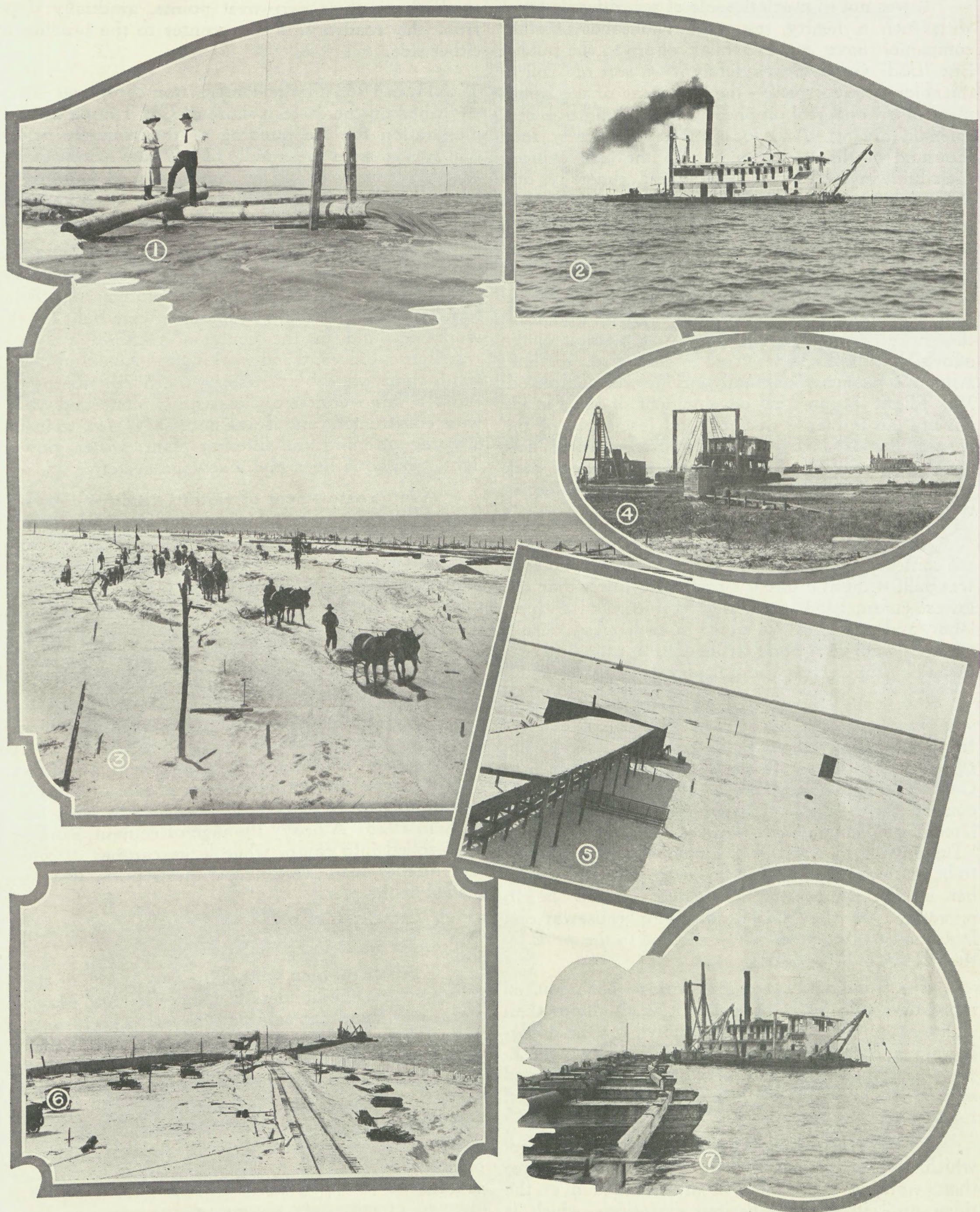
E. M. ELLIOTT

The intervening months were not wasted, however. During the dark days of the World War certain preliminary operations were taking place on the Pinellas shore, under the supervision of J. S. Shallcross, of St. Petersburg. Some filling and grading were done within temporary bulkheads, even though it was impossible to carry on major construction work. Later, for four years following the close of the war, progress on the building of the bridge was limited to engineering studies.

THE matter of financing the bridge-building was one to be considered seriously, for it would necessarily cost a great deal to bring the big undertaking to completion. At first Gandy planned to appeal to Northern capitalists for assistance, expecting also to use local capital as much as possible. Many propositions were considered, and late in 1920 a tentative arrangement of this sort was made, and a tentative construction contract was arranged. The arrangement soon proved to be too costly, however, and Gandy was forced to change his plans, this time to raise funds by selling securities to local residents or visitors who might be interested in his project as an investment. He determined to build his bridge in a conservative manner to insure it as a business proposition.

Gandy was also determined that control of the bridge which would bear his name should not go to interests outside this section of Florida—and Wall Street financing would have meant Wall Street control.

In the autumn of 1922 Gandy stock was offered on the local market.



While the Causeways were being built. 1—"Dad" Gandy explaining dredging operations to a friend. 2—Dredge "Reliable" which finished the big causeway job in April, 1924. 3—Grading for the highway on east causeway. 4—Floating equipment at work near western shore. 5—Dredge extending west causeway fill toward Pinellas shore. 6—Concrete bulkhead at outer end of Hillsborough causeway before final dredging operations. 7—Dredge "Tusawilla" which started the dredging work.

It was not so much the sale of securities that met with such a hearty response. Thousands of other companies have made similar offers to the public. But "Dad" Gandy's was different—a sort of "call to the colors," so to speak—the beginning of the fulfillment of a wonderful prophecy—the coming true of a splendid dream! And local investors—nearly four thousand of them—responding to the call, evinced their faith in the Florida West Coast, generally, and in George Gandy in particular. Within a short time the Gandy Bridge—the longest automobile toll bridge in the world—became a reality, financially.

The sale of Gandy Bridge securities was handled by Eugene M. Elliott, who conducted a whirlwind campaign and made Gandy Bridge known throughout the entire country. It was largely as a result of his efforts that the stock was sold in such a record time. After the financing of Gandy Bridge was completed, Mr. Elliott began the development of the Florida Riviera, an immense tract of land just south of the western end of Gandy Bridge. At present, Mr. Elliott is also promoting Midway, and amusement park which is expected to become one of the greatest in the south.

To the Bay Construction Company was awarded the contract for the building of this gigantic bridge. It was built without profit at a cost much lower than the lowest contract bid previously received, and with all labor and materials paid for in cash. As a result, Gandy points with pride to the fact that the bridge is owned by the people whom it serves.

It was on September 26, 1922, that the first sand was pumped for the long causeways which extend out from both Tampa and St. Petersburg shores to the main concrete structure—and the actual building of Gandy Bridge is reckoned from that date. A sub-contract for the dredging had been let to the Seaboard Dredging Company, of Jacksonville, and the tug "Tuscanwilla," owned by this company, was the first to be put into operation on the bridge site. In November of the same year the dredge "Florida" began operations on the Hillsborough side causeway, and later the first two dredges were joined in the work by the "Reliable".

The building of the long bridge has required more than two years of constant work, more than eighteen months having been required for the dredging alone, for the combined length of the two causeways measures more than three and a half miles, and more than 2,500,000 yards of sand had to be dredged for them.

At first the sand was thrown up to form a ridge, which extended just above the water. The dredges then, working back, filled in and levelled over the ridge until it was the desired elevation—which is higher than the height of the hurricane tide of 1921, and which was designed by the engineers to build up by the constant action of the natural agents rather than wash away. The causeways, which are 400 feet

at the base, their narrowest points, gradually slope from the roadway in the center to the beaches at either side.

LATE in 1922 a large construction camp was established on the eastern shore of Old Tampa Bay, in preparation for the building of the concrete bridge that was to span the middle of the bay—from causeway to causeway. The camp, named Ganbridge, when completed in the spring of 1923, was a veritable little city within itself—and a most active one.

More than a dozen buildings, with an aggregate floor space of 20,000 square feet, were erected as "work shops". At the south end of the camp comfortable dormitories and bathhouses were built for the workmen, and in the center of Ganbridge a large warehouse, offices, wood-working machine and blacksmith shops were built. Along the north side of the camp a large concrete pile-casting plant and yards were constructed; and it was necessary, also, to install a water-softening and filtering plant, water, power, light, telephone lines and a sewage system.

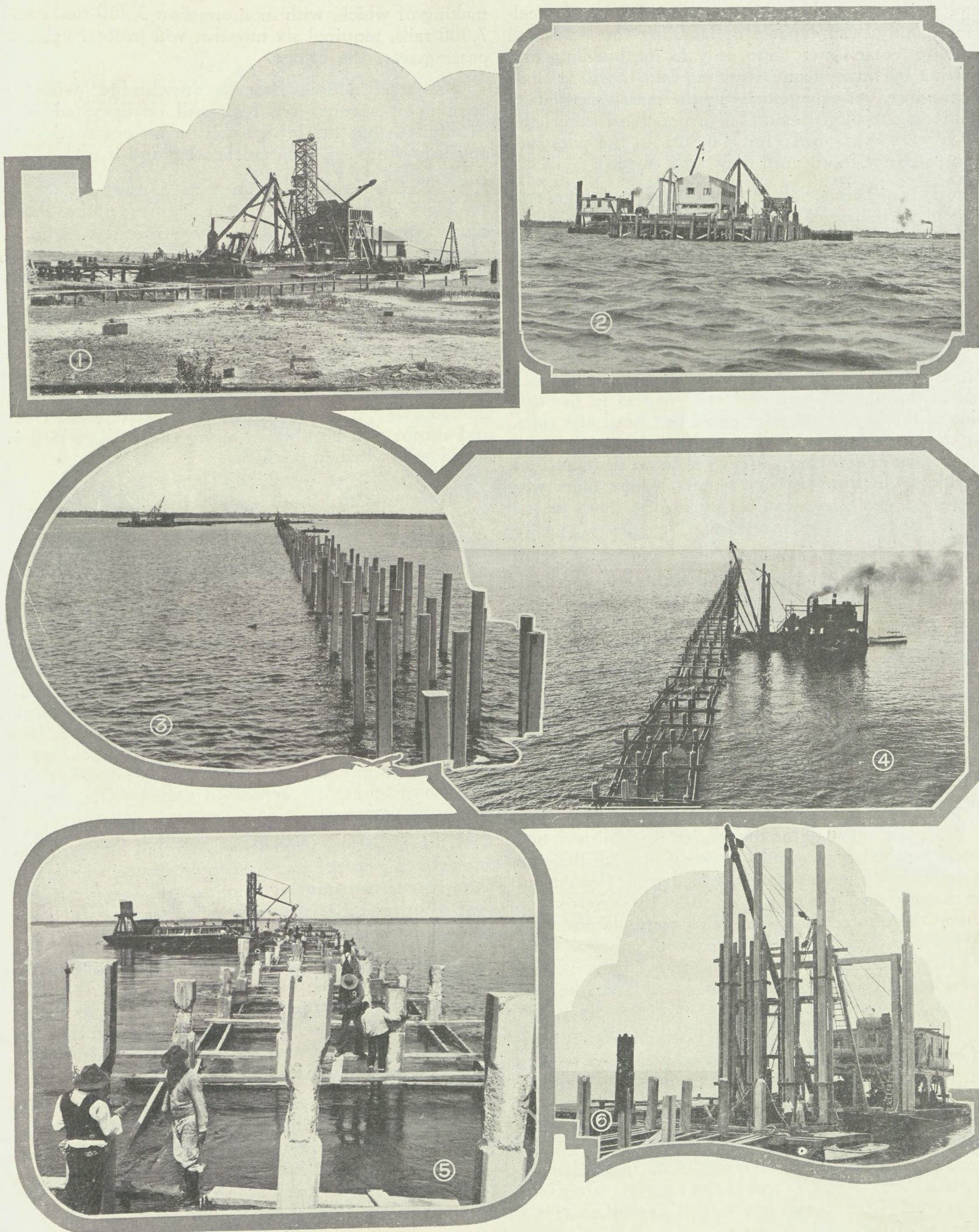
A large assortment of various kinds of construction equipment was shipped to Ganbridge from Tampa, Jacksonville, Philadelphia, St. Paul, Chicago, New Orleans and elsewhere. A big floating concrete plant and a smaller one were assembled upon barges moored to small docks along the beaches, and a quadruple pile driver and a quadruple drilling outfit were also secured. Various barges, boats and stationary equipment were brought together for special work in construction of the concrete bridge.

The assemblage of such a variety of machinery and equipment, and the ceaseless activities of five hundred busy workmen—building, dredging, drilling and otherwise promoting various phases of the work—naturally made of Ganbridge a very thriving place early in 1923. A heavy tonnage of cement, sand and steel rolled into camp, while large cargoes of gravel and lumber from various Southern ports were unloaded at the pier.

Construction of the long concrete bridge was well under way!

To the workmen who will always number themselves among the builders of Gandy Bridge, May 15, 1923, will stand out as a date never to be forgotten, for on that day was poured the first concrete for the bridge. The big pile-casting plant had been completed, and liquid rock flowed into the waiting forms. Needless to say it was the hour of triumph in camp, and the men paused in their work to celebrate—a real celebration that would have done credit to the Fourth of July, with its screaming whistles and its fire-arm salutes.

FROM May until October, 1923, the concrete plant worked, turning out 2,400 reinforced piles, sixteen inches square and from twenty to sixty feet long. The camp laboratory tested every mixture of the material,



Start of work on bridge proper. 1—Big floating concrete plant which poured the deck. This plant capsized in a storm in the spring of 1924 and was raised and rebuilt to finish the job. 2—Eleven hundred foot dock built at deep water end of Hillsborough causeway for handling bridge materials. 3—Concrete piles, many 60 feet in length, driven into rock bottom of bay. 4—Piles aligned and braced with wood timbers. 5—Cutting off piles to grade was a difficult, tedious operation. 6—Quadruple pile driver placing four piles at one time.

and none was used until it was proved to be of excellent quality, and capable of standing the wear and tear to come later, not only in the handling and driving by huge steam hammers into the hard floor of the bay, but as supports for the massive structure that must rest on them. To insure this further, the piles were "seasoned" for a month in the pile yard before being stored until they were needed.

During this period of the work at Ganbridge, two floating drill barges were engaged in drilling in the bottom of the bay to determine whether the rock bed beneath the sand was a solid mass or merely a thin crust, at all points along the line. Holes were drilled to a minimum depth of 150 feet, but at no place was the rock to be penetrated.

The pile-driving was begun in July, 1923. The piles were driven through sand to the rock, in some places through a depth of forty-five feet in the east side of the bay. Four piles could be placed at a time, by the large quadruple driver used, and water jets and steam hammers were employed to work them into position. In the west side waters, where there was less sand, the piles were placed in drill holes in the rock, five feet or more in depth.

Of various heights after they had been placed along the bridge line, the piles had to be levelled off, and for this work hand tools, air tools and explosives were brought into use at various times. Acetylene torches were used for cutting the reinforcing rods.

After this tedious work had been completed, the piles were ready for the wood forms which were to hold the concrete "caps". Steel, to insure re-inforcement, was placed in the forms, and concrete for the caps was poured from a small floating concrete plant. The caps, completed, bind each group of four piles into one solid unit.

At last, one day the foundation was finished, and ready for the heavy wood and steel forms for the concrete deck beams and spans, which were floated out on barges and placed in position by screw-jacks. Quantities of steel for re-inforcing were placed in the forms, and they were then filled with concrete from the larger of the two floating plants. This work was completed in July 1924, just one year after the first pile had been driven.

To prevent the bridge from breaking under strain of expansion, due to changes of temperature, the top surface and supporting beams were cast in units of 192 feet between expansion joints, for it is estimated that at times during the winter months, the bridge deck would expand as much as five feet were it not for the seventy-odd expansion joints in its length. As it is, the deck beams slide the fraction of an inch upon steel plates at each expansion joint, when severe changes of temperature occur.

The length of the concrete bridge is, itself, two and a half miles long and twenty-four feet wide. Reinforced concrete railings along the curb line, the

making of which, with its more than 3,500 posts and 7,000 rails, required six months, will protect vehicles passing over the bridge.

A steel double Bascule drawbridge, with an opening of seventy-five feet, will be operated electrically, so that the bridge will be no obstruction to any ship whose destination lies beyond it.

The big bridge, designed as a master-piece, is complete in detail, even to the lighting of its entire six miles of length, so that travel over it will be as easy by night as by day. Tubular steel poles, thirty feet high, imbedded in concrete, support the electric light units that will furnish the illumination.

Toll stations, equipped to take care of four automobiles at once, in case of a rush, have been erected at the end of either causeway.

As soon as the debris of construction can be cleared away from the causeways, ornamental trees and shrubs will be planted along the road, which is paved with vitrified brick.

IT IS impossible to tell, as yet, just how big a part Gandy Bridge will play in the upbuilding and progress of the St. Petersburg-Tampa section. The value of such an asset to a state or community is hard to estimate, but it is sure to be great.

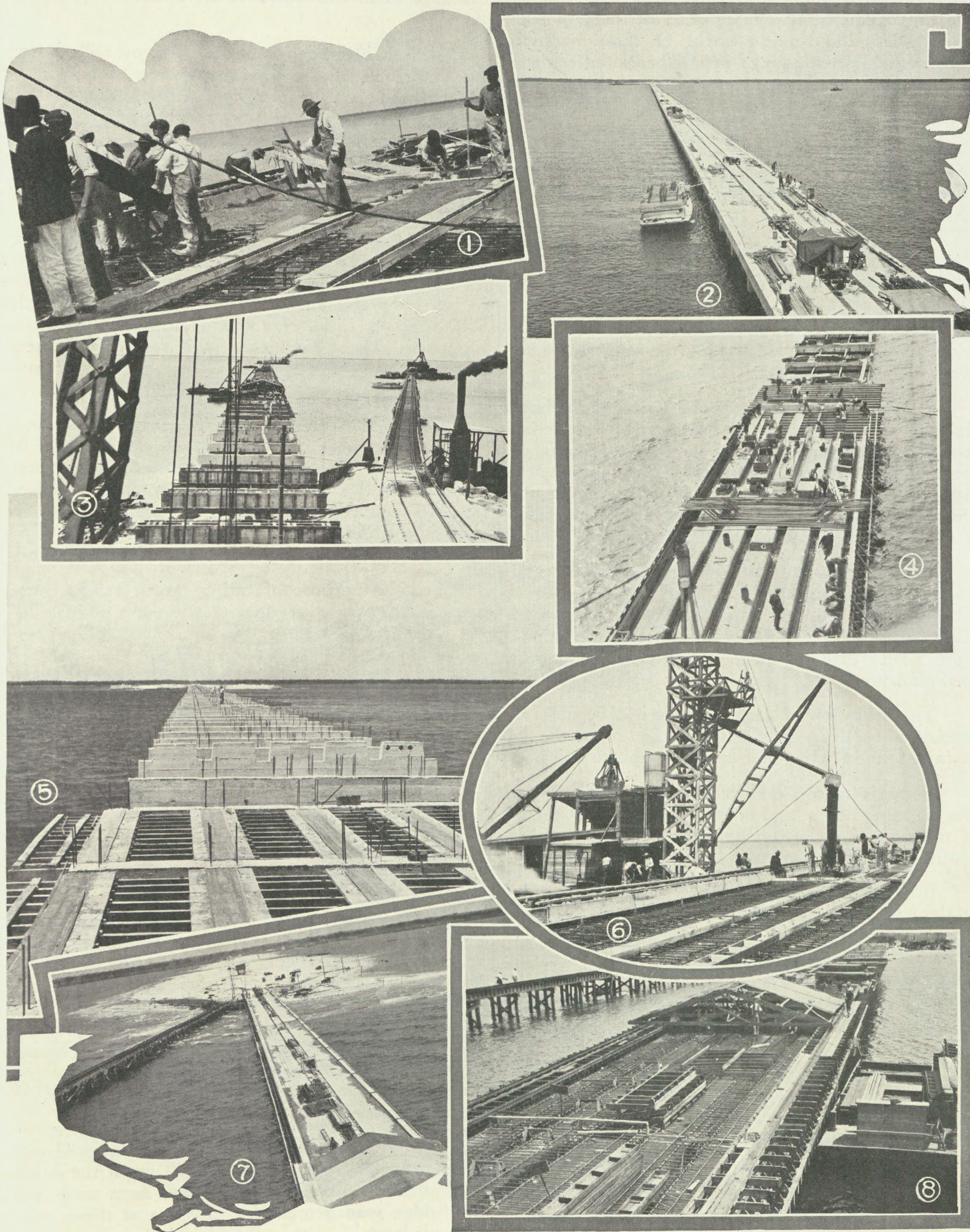
Already both Tampa and St. Petersburg—in fact, the whole of Hillsborough and Pinellas Counties—have profited by the coming of the bridge. Real estate values along the highways leading to its approaches have increased many times; new settlements have sprung up, and prophets of realty conditions have already been moved to predict that before a great while there will be a continuous city from St. Petersburg to Tampa, separated only by Old Tampa Bay at its narrowest point.

Travel between the two cities will be more frequent, owing to the fact that the distance will be cut from fifty-two to nineteen miles, and one may "run over" for a little shopping or to transact business without having the entire day spoiled.

Provision was made by the bridge-builders for trolley tracks on the bridge, so that when the time comes for the construction of an electrical interurban line between Tampa and St. Petersburg—and this will inevitably come, the builders of the two cities say—there will be nothing to impede its progress.

The magnitude of such an undertaking as that of building Gandy Bridge cannot be grasped easily by the public that will travel it, even when statistics concerning it are given in black and white. It is interesting, however, to know a few of the real facts that go into the realizing of such a big dream as this one.

In addition to large crews of men who worked upon dredging, road-paving and drawbridge operations, 1,500 men worked on the steel and concrete structure that connects the two shores. More than



Advanced construction work on bridge. 1—Pouring the deck. 2—Stretch of completed deck at eastern end. 3—East end of bridge before concrete deck was poured. 4—Assembly of wood forms for beams and slabs of bridge deck. 5—In foreground, part of wood forms for deck squares. 6—Floating plant pouring the concrete deck. 7—First stretch of completed decking late in 1923. 8—Forms of bridge deck in place showing network of reinforced steel ready for concrete.

1,600 cars of equipment and materials were shipped into Ganbridge, besides many tons of them that arrived by barge and motor truck. Of these materials there were, approximately: 170,000 sacks of cement, 30,000 tons of gravel, 15,000 tons of sand, 3,500 tons of steel, 1,500,000 feet of lumber, 7,000 tons of rock, 1,125,000 brick, 75,000 feet of electrical cable, 50,000 feet of water pipe, 40,000 gallons of gasoline, 30,000 gallons of fuel oil, 2,500 tons of coal, 9,000 gallons of lubricating oil, and other materials in proportion.

OPERATION of the Gandy Bridge as a public utility will have a marked influence upon the destinies of Tampa and St. Petersburg. Affording a new lane of travel and quick communication, the bridge will go far toward uniting the interests of the two communities.

Because it is the longest over-water automobile highway in the world, the Gandy Bridge is attracting attention throughout the nation. Publications in all corners of this country and even in England are telling the story of the Gandy Bridge in words and pictures to millions of people. This interest in the bridge is attracting attention to St. Petersburg and Tampa.

Of the many motorists who will visit the bridge from afar, a certain percentage will become seasonal visitors or residents of this section of Florida, which means more homes, more hotel accommodations, more money in circulation, generally in Tampa and St. Petersburg.

The operation of such a bridge is a business of specialized service—speed. Its principal feature is the saving of time for travelers between the two cities.

For this reason and because the bridge is the longest thing of its kind in the world, built at a cost of millions of dollars, its operation is decidedly in contrast to the business of an ordinary toll bridge.

In order that traffic may cross the bridge with a minimum of delay and a maximum of convenience to drivers, large toll stations have been erected at both shores of Old Tampa Bay, which span a system of four roads in a manner which makes it possible to handle several vehicles at one time.

Efficient management of the toll stations requires a force of 16 men selected for their integrity and ability to serve the public courteously. A majority of the force are men who have helped build the bridge, having been employees of the Bay Construction Company or the Gandy Bridge Company during the last two years.

Special traffic officers are on duty to prevent traffic delays and protect motorists against accident.

In the interest of motorists, motorbus passengers and freight shippers, every effort is being made by the bridge management to afford the traveling public a

quick, pleasant and attractive drive across Old Tampa Bay.

Although the debris of construction still clutters the landscape of the long causeways, this will be cleared and both causeways will be planted with ornamental trees and shrubs, and the neighborhoods of the toll stations will be parked with tropical plantings. The Gandy Bridge and causeways promise to be one of the most attractive stretches of highway in Florida.

The Gandy Bridge will be open to traffic every hour of the day and every day of the year. The traveling public, other than automobile owners, are served by motor buses of the latest design by the White Stage Line and the Union Transportation Company. The frequency of this service will mean that a motorbus will be crossing the bridge at all times of the day from early morning till late at night.

Considering the size and cost of the Gandy Bridge, reasonable rates have been established. All passenger vehicles—automobiles, motorbuses, taxis—are charged a rate of 75 cents, including driver, plus 10 cents per passenger. Freight vehicles are charged a similar rate of 75 cents, plus 10 cents per 1,000 pounds gross weight in excess of 6,000 pounds.

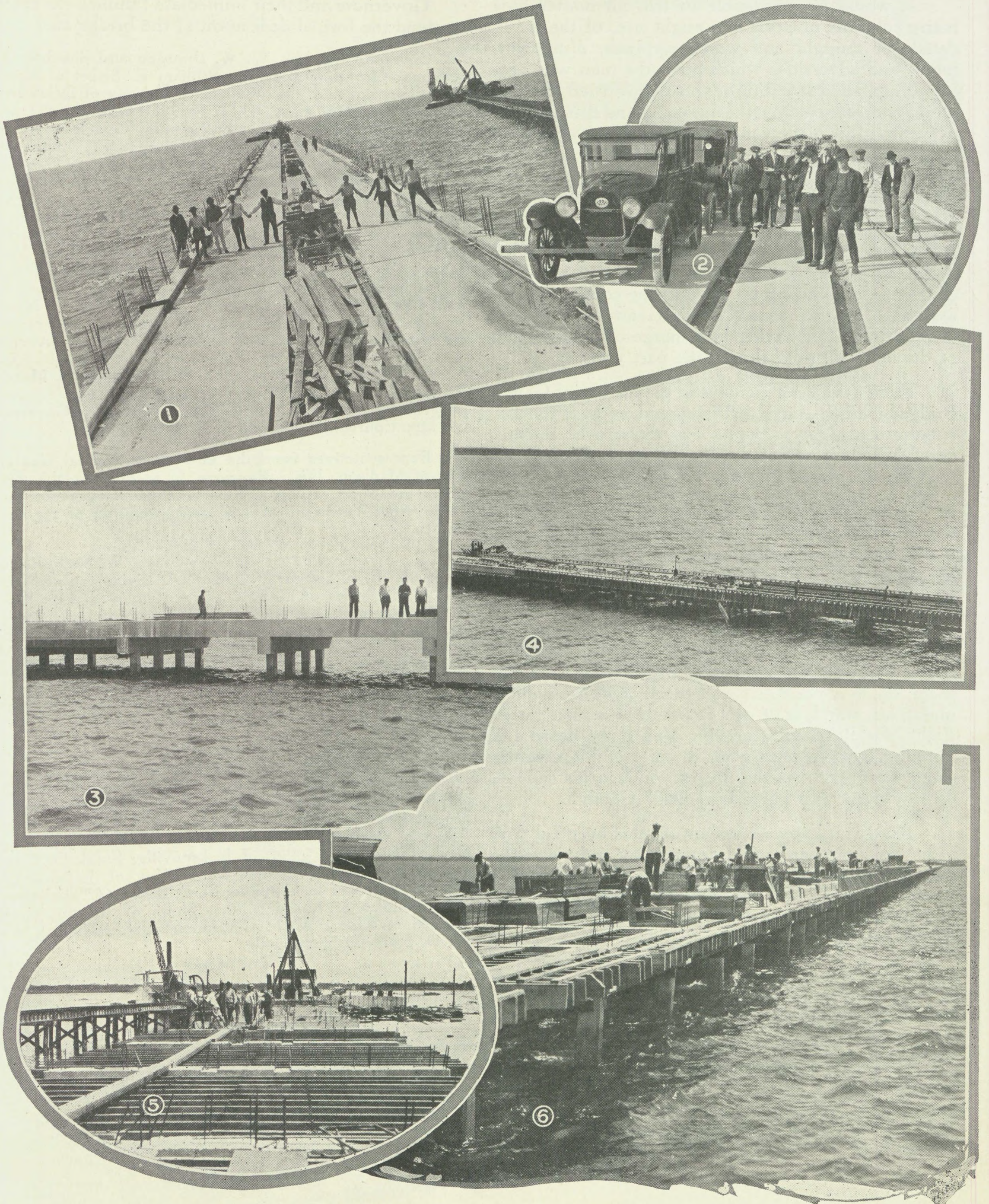
For the purpose of rating motor trucks, automatic scales of 15-ton capacity will soon be installed, the dials of which show the amount of toll, as well as the weight of the truck and load.

The following rates have been established for miscellaneous vehicles, including drivers; Motorcycles—25 cents; bicycles—10 cents; double team—75 cents; single team—50 cents; saddle horses—25 cents, in addition, there is a charge of 10 cents per passenger; loose driven cattle or horses—20 cents per head.

For the convenience and protection of traffic and public safety, regulations are necessary. Pedestrians are prohibited from crossing the bridge, since they would be in danger and a source of danger to traffic. For the same reason, loitering or fishing upon the concrete bridge section is prohibited. For the protection of the concrete bridge surface and paved roads, steel shod tractors, traction engines, log carts, vehicles of more than 16,000 pounds weight, or vehicles with badly worn solid rubber tires are prohibited. Trailers so built or so connected to trucks as to cause a serious hindrance to traffic or constitute dangerous driving conditions are also prohibited.

In order that traffic might not be interfered with, loose driven horses and cattle will cross the bridge only after advance arrangement has been made with the bridge management for crossing at times when traffic is least.

Since the bridge is brightly illuminated at night, bright headlights are prohibited.



When the bridge was almost finished. 1—First section of completed bridge deck. 2—Bridge workmen were the first to drive automobiles on the structure. 3—Forms removed from completed deck spans in November, 1923. 4—Assembling forms for concrete bridge deck. 5—Bridge deck, forms in place. 6—One of the groups of hundreds of men which were employed to build the structure.

It would be impossible to tell, no matter how many columns of print one might use, of the many details of thought and work, surprises, disappointments and adversities which beset the man who projected and has carried through to conclusion the preliminary arrangements, the financing and construction of Gandy Bridge. Few men have the tenacity required to play such a game for years on a stretch. From unexpected quarters came co-operation or resistance, skepticism or belief, friendship or jealousy, generosity or greed.

Through it all, "Dad" Gandy carried on, aided and encouraged by the advice and help of a coterie of friends, and always by the untiring confidence and assistance of his sons, George Gandy, Jr., and Al Gandy, the latter having had charge of construction of the famous bridge during the past year.

There have been big days in the history of Gandy Bridge-building—days to be remembered for the disappointments they brought, and days to be remembered for their splendid victories—but there is yet to come the best day of all.

Today the bridge is being formally dedicated to the traveling public, for its use through all the years that are to be—a useful and lasting memorial to its builder.

The thousands who come from all sections to marvel at the magnificence of the big bridge now spanning the once impassable stretch of bay do honor to the man whose ideals, and whose courage to realize them, made it possible. But of all those assembled, one man stands out pre-eminently—a man rather slight of stature, with graying Van Dyke beard and thinning hair—a man who, in spite of his seventy-three years, still has the fire of youth in his serious, dreamy eyes. His name is—"Dad" Gandy.

And who knows but that, on this eventful day, as he looks out across Old Tampa Bay and views the long bridge which spans its waters—the bridge that bears his name—and breathes a thankful "At last," he may be dreaming yet another splendid dream that he will live to realize!

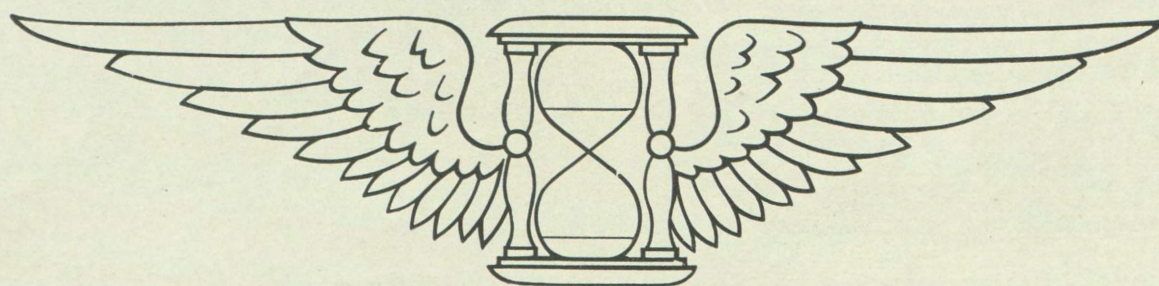
Governors and their immediate families expected to attend the formal dedication of the bridge are:

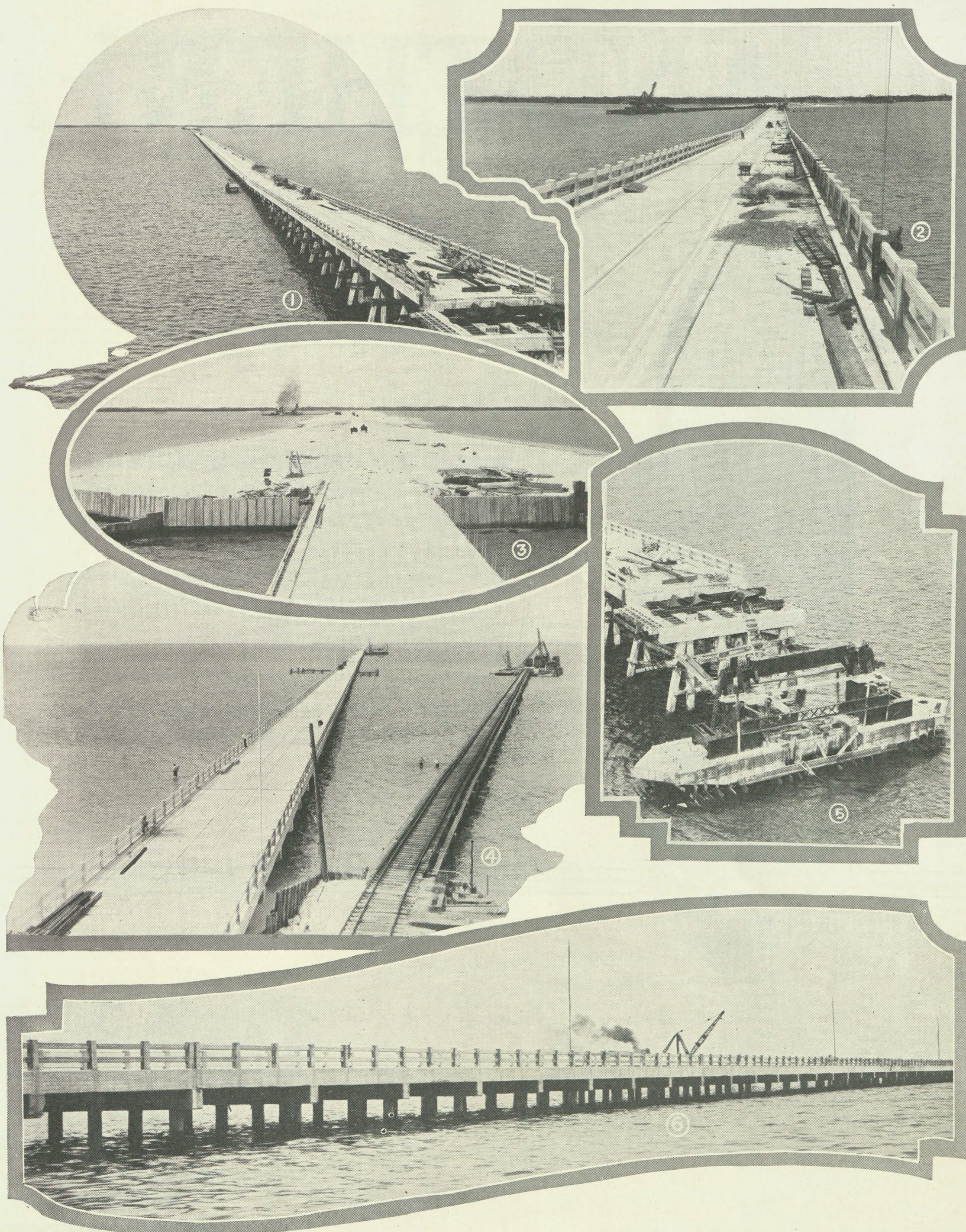
Governor and Mrs. W. W. Brandon and daughter of Alabama; Governor and Mrs. William E. Sweet of Colorado; Governor and Mrs. William D. Denney of Delaware; Governor and Mrs. Cary A. Hardee of Florida; Governor and Mrs. Clifford M. Walker of Georgia; Governor W. R. Farrington of Hawaii; Governor Emmett F. Branch of Indiana; Governor Jonathan M. Davis of Kansas; Governor Henry L. Fuqua of Louisiana; Governor Percival Baxter of Maine; Governor and Mrs. Channing H. Cox of Massachusetts; Governor and Mrs. J. A. O. Preus of Minnesota; Governor and Mrs. Arthur M. Hyde of Missouri; Governor and Mrs. J. M. Dixon of Montana; Governor and Mrs. Henry L. Whitfield of Mississippi; Governor and Mrs. James F. Hinkle of New Mexico; Governor and Mrs. Alfred E. Smith of New York; Governor R. A. Nestos of North Dakota; Governor M. E. Trapp of Oklahoma; Governor and Mrs. Thomas G. McLeod of South Carolina; Governor and Mrs. Austin Peay of Tennessee; Governor and Mrs. Pat M. Neff of Texas; Governor and Mrs. Charles S. Mabey of Utah; Governor and Mrs. Redfield Proctor of Vermont; Governor and Mrs. R. Lee Trinkle of Virginia; Governor and Mrs. Ephriam F. Morgan of West Virginia.

Representatives from the Governors Annual Conference at Madison, Wis., who were to accompany the governors are M. C. Riley, secretary of the conference and ex-Governor Townsend of Wisconsin, treasurer of the conference.

The personnel of the official staff is: W. M. Fisher of Pensacola; R. L. Swegar of Quincy; A. Livingston of Madison; J. E. Hardee of Madison; S. A. Hinley of Live Oak; M. B. Herlong of Jacksonville; L. W. Strum of Jacksonville; Dr. A. A. Murphree of Gainesville, president of the University of Florida; Lewis O'Bryan of Kissimmee; W. M. Igou of Eustis; Albert Thorton of Tampa; W. F. Stovall of Tampa; C. H. Brown of Tampa; W. G. Brorein of Tampa; Frank B. Shutts of Miami; Herbert Felkel of St. Augustine, and General J. Clifford R. Foster of St. Augustine.

Other visitors who are guests of Governor and Mrs. Hardee are Governor-elect and Mrs. John W. Martin of Florida; Governor-elect Ralph O. Brewster of Maine; Mr. and Mrs. F. C. Elliott of Tallahassee; Mrs. Albert Thornton of Tampa; Mrs. William Burbridge of Miami Beach; Major Albert F. Walker of Boston; Colonel H. H. Raymond of New York; G. Z. Phillips of Jacksonville; Frank O. Fleming of Jacksonville; Colonel M. E. Kay of Jacksonville; Scott M. Loftin of Jacksonville; M. E. Bacon of Tallahassee; Ellis Hollums of Miami; Galen Stone of Boston; E. F. Tappen of Kicco; W. F. Coachman of Jacksonville, and W. D. Stark of Jacksonville.





1—Bridge looking west from drawbridge s'te. 2—East end of bridge showing newly finished side railings. 3—Two and one-half mile Pinellas causeway road under construction. 4—Completed bridge as seen from the east causeway with temporary construction dock at right. 5—Drawbridge foundation. 6—Bridge with balustrade rails and light poles in place.

ANOTHER ACHIEVEMENT

THE GANDY BRIDGE is a splendid example of human possibilities through unwavering courage and conviction. It is a monument to one man's faith in his idea and himself. As the steamships suggests Robert Fulton, the locomotive—DeWitt Clinton, the telephone—Alexander Graham Bell so will this great achievement suggest to future generations the name of its creator—George S. Gandy, citizen and benefactor of Florida.

OF CONTRASTING vision—the dream of another man is gradually crystallizing into a reality. The day is not far distant when a perfect community of homes—an earthly paradise—will have evolved from the dream stage into a full blossomed reality. This haven of contentment is in preparation and the same unwavering conviction and courage of one Charles R. Hall will at some future day give to lovers of loveliness the realization of their home ideals in—LAKEWOOD ESTATES.

LAKEWOOD ESTATES

FLORIDA'S MOST BEAUTIFUL DEVELOPMENT



Above—New airplane view of St. Petersburg. Below looking east along central from the Phiel Building

St. Petersburg—The City of Sunshine

EVER since its inception some forty years ago, St. Petersburg has been in need of a short route to the main system of highways of the state—a need which has been discussed and lamented and argued about until at last it is being filled in the only possible way—the opening of Gandy Bridge.

Always the growth and progress of the Sunshine City have been retarded by the long, round-about way through Pinellas Peninsula to Tampa.

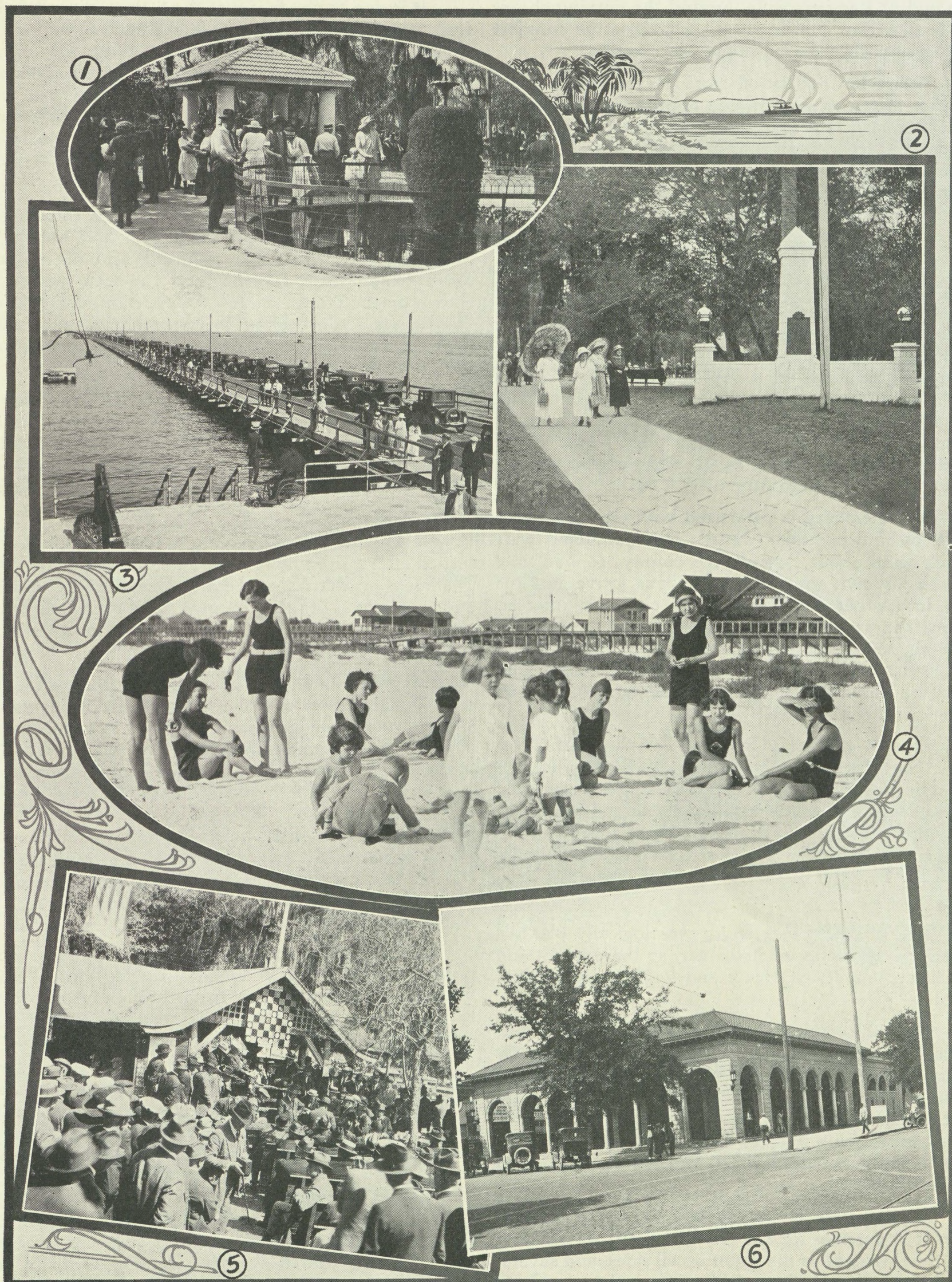
Years ago, before the advent of automobiles, this way was so long and tedious that it was not traveled except when necessity demanded. Later, the road was rough and unsatisfactory for use as an automobile highway, and the commissioners of the then Hillsborough County were so obstinate in their refusal to better it, that this eventually resulted in county division. As a result, Pinellas County came into being.

The new little county began at once to establish ideals and live up to them. Good roads were built where the old ones had been. The name of Pinellas became synonymous with growth and prosperity. St. Petersburg, as the leading city, developed and

grew and forged ahead until it has become one of the most famous winter resorts in the country.

Miraculous as its growth has been in the face of such obstacles as annoying, round-about routes, one can but wonder if there is any limit to the heights which may be attained by this favored little city when such a direct highway as that afforded by Gandy Bridge forms a short connecting link with the outside world. People from all parts of the country have for years been glad to wend their way about until they arrived in St. Petersburg at last. And now, when the sunny, inviting shores beckon many miles nearer the center of things, the optimist likes to ask, "Are there any heights in the world of progress which this city cannot scale?"

SOMEWHAT apart from the rest of the mad whirl of civilization, St. Petersburg is, nevertheless, ideally located. Pinellas Peninsula is a jagged little neck of land, lying parallel with the main part of the state of Florida, about half way down the West Coast—an island save for the tiny isthmus by which it is joined—and it is on the south-



Scenes in St. Petersburg. 1—The fountain in Williams Park. 2—Entrance to Williams Park—Soldiers' Memorial Monument in foreground. 3—The Municipal Pier, where crowds throng winter and summer. 4—On the white sands of Pass-a-Grille. 5—Hundreds attend the annual checker championship tournament. 6—The open-air post office, where tourists get their mail.

ern end of this peninsula, around the curving shores of Tampa Bay, and in a spot famed as the sunniest in the land, that the Sunshine City nestles.

Apart, but not cut off from the rest of the world by any means, it is, and one approaching from any direction has as his first impression that of a thriving, modern city which is, somehow, different from anywhere else in the world he has ever visited. He doesn't know exactly why. Perhaps it is because there are so many trees and flowers; perhaps it is because the streets and lawns are so well-kept; perhaps because it is so free from smoke and dust, and the buildings are so clean and shiny in their whiteness.

If the newcomer arrives by boat, there is an added charm to his first view of St. Petersburg. There is a picturesqueness about the skyline, the verdant park along the waterfront, the well-arranged yacht basin with the little boats riding at anchor, and the low Spanish buildings that one does not soon forget. "Surely there is no other place in the whole world just like it," he exclaims, and he is another convert to the city's large fraternity of boosters.

St. Petersburg is connected with the rest of the state by an excellent system of automobile roads which wind about through the county, so one may choose his own route through citrus grove sections and into other Pinellas County cities of interest. Then, Tampa, the second largest city in the state, is only nineteen miles away via the Gandy Bridge route. A broad boulevard now connects the two cities, and puts the motorist on highways leading into various other parts of the state.

Besides steamship lines to Tampa, south Florida's port, St. Petersburg may be reached by the Atlantic Coast Line and Seaboard Air Line railroads, both of which emanate from large railroad centers of the north, east and west, and operate through Pullman service with special attractions and accommodations for the tourists in the winter season.

THE City of St. Petersburg was logically planned in the beginning of its career, so there is nothing haphazard about its streets and its various developments.

Central avenue is the main street, extending as it does from Tampa Bay on the east side entirely across the little peninsula to Boca Ceiga Bay, seven miles to the westward. It was on this street that the first business houses of the city were first erected, and it has served as a nucleus for the extensive business section that has built from it, and is still building, in all directions.

Because Pinellas Peninsula is comparatively narrow, it is possible for the city to extend its building and development to the water on all sides, and several of the most exclusive residential sections and restricted subdivisions are designed with waterfronts as special attractions.

It is due to the fact that the little peninsula is so well protected by water that it has such a wonderful climate. Extremely cold weather does not occur wherever the winds are tempered by warm currents from the Gulf of Mexico, such as they are here, and there are fewer causes for storms and rainy weather. That is why St. Petersburg is particularly fortunate in having such dependable sunshine—why, in fact, it earned its name, Sunshine City.

Once or twice in the city's history the semi-tropical vegetation has suffered from frost, but not for a number of years has that occurred, and the annual mean temperature for the past fourteen years, as shown by the United States Weather Bureau, is over 70 degrees. Only about seventy-five days of that time, by actual count, has the sun failed to shine at sometime during the day.

St. Petersburg came into existence about forty years ago. Prior to that time there were a number of pioneer settlers on the lower end of Pinellas Peninsula, and a small settlement at Big Bayou, but the land where St. Petersburg now is was uninhabited and undeveloped.

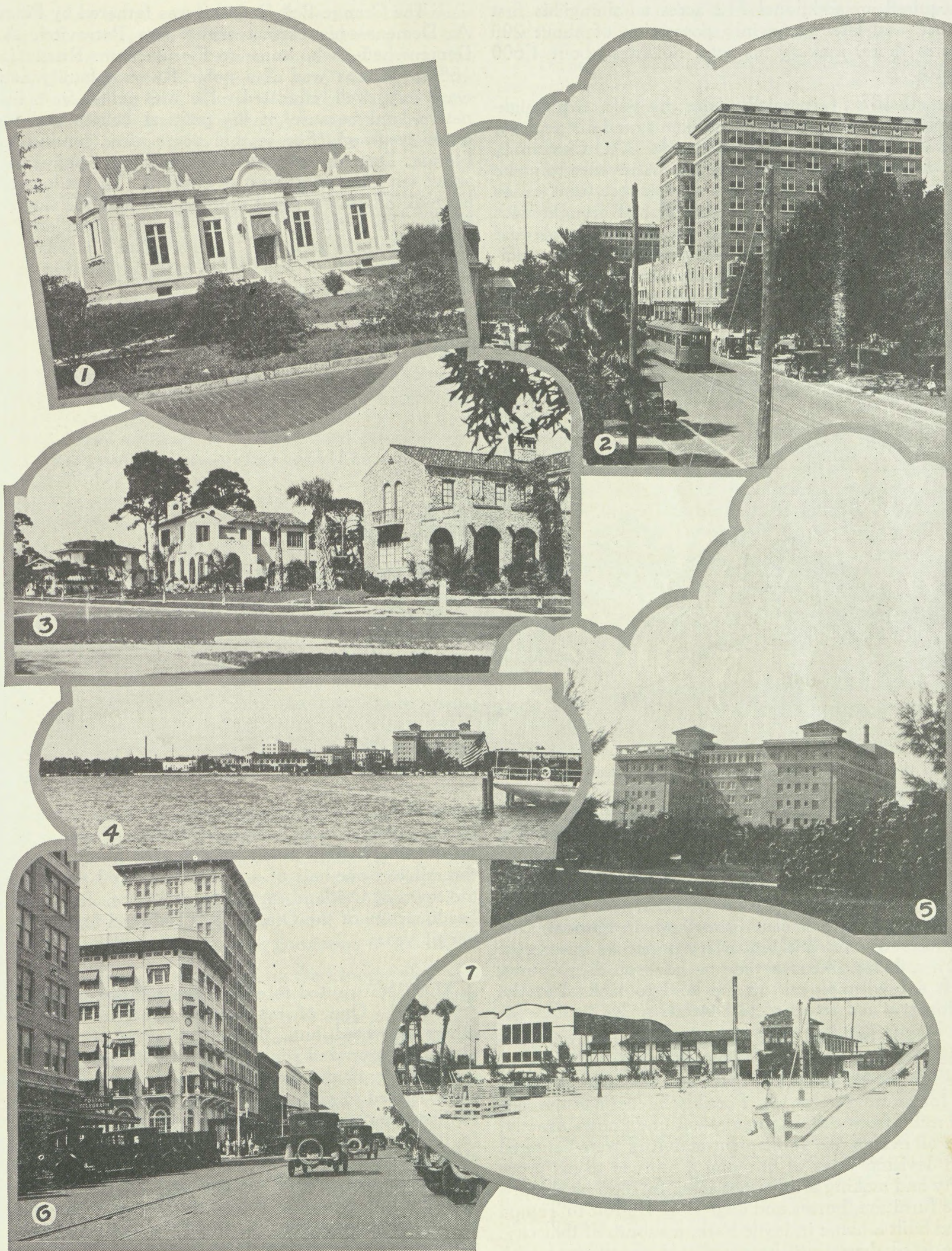
It is a "made" city, having been planned first and settled afterward, unlike most cities. General John C. Williams, of Detroit, and Peter Demens, a Russian, and president of the Orange Belt Railroad, were responsible for its conception, development and future growth.

Major General John R. Williams, father of General Williams, was one of the wealthiest residents of Detroit, and when he died in 1868 he left one-eighth of his estate to his son, then forty-one years old. This portion was appraised at \$105,000, and included a 120-acre farm, which now occupies the very center of the city of Detroit. This land was sold by John C. Williams for residential purposes, and ascending real estate values made it possible for him to increase his fortune to a very great extent during the next twenty years. Records show that he disposed of the last of his land in 1886.

In 1875 General Williams came to Florida, feeling the need of living in a land of milder winters than those of Michigan, and traveled throughout the state in search of a place which had pleasant climate the year round.

THE excellent location of Pinellas Peninsula was brought to his attention while he was at Cedar Keys, and after investigation General Williams decided he had come upon the ideal place he had been seeking, and proceeded to acquire large tracts.

He discovered that two tracts of land, comprising 655 acres, were owned by W. F. Sperlin, of Alabama, who had bought them in 1874 for farming purposes. On March 4, 1876, General Williams received the deeds for these lands from the owner, who had made an unsuccessful attempt to farm them and returned home. From the state, General Williams



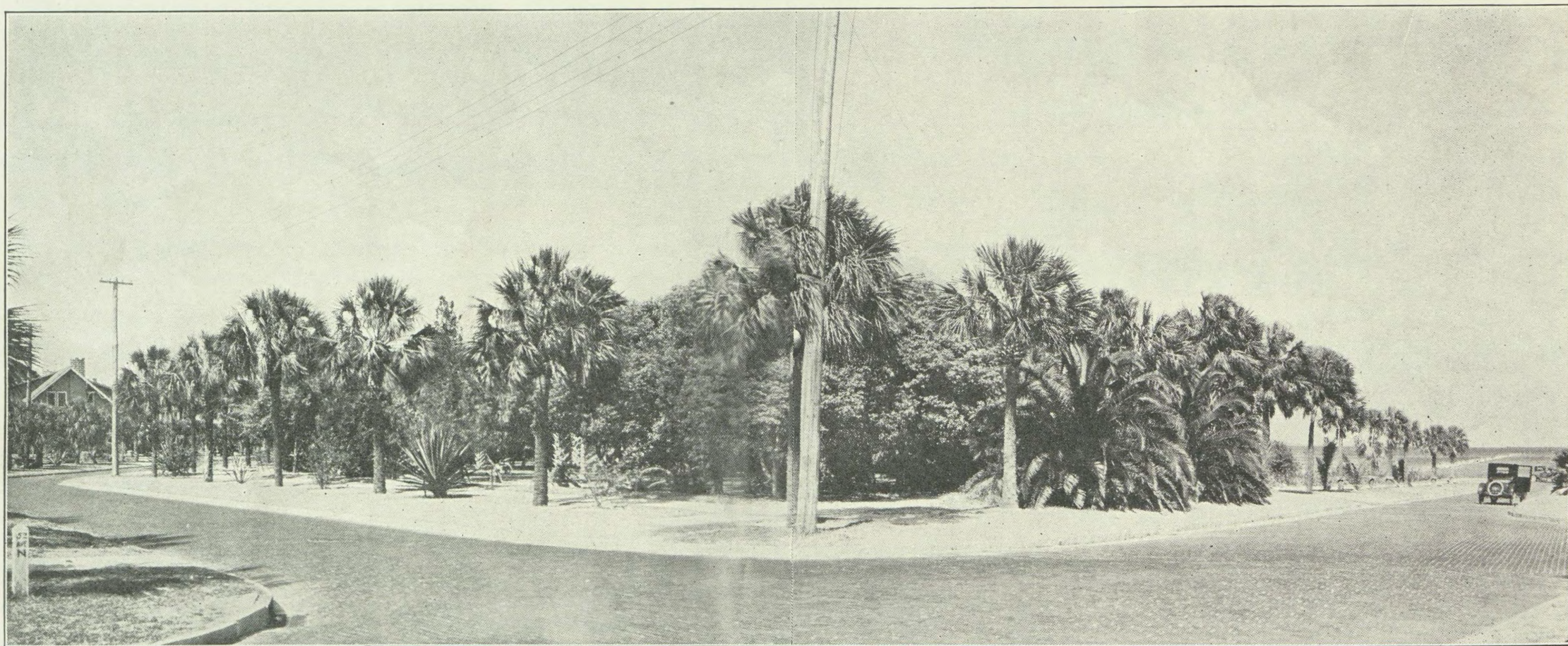
Scenes in St. Petersburg. 1—Carnegie Library. 2—Princess Martha Hotel—Williams Park to right. 3—A group of beautiful homes in the North Shore section. 4—St. Petersburg as seen across the Yacht Basin. 5—Soreno Hotel, with Water Front Park in foreground. 6—Central avenue, near Fourth street. 7—The Spa—children's playground in foreground. (Photos by Robinson's Camera Shop.)

acquired an additional 712 acres adjoining his first tract, and later came into possession of about 200 acres more, making his total holdings about 1,600 acres.

In 1879, General Williams, his wife, two daughters, one of his sons, B. C. Williams, and his nephew, F. W. Tilden, started for Florida. At Cincinnati, Tilden left the party and went on in advance to make some repairs on the property. The rest went on to Gainesville by train. The general had brought with him four horses, two wagons, farming tools and household goods. At Gainesville he hired two additional wagons, covered all four of them with canvas, and the cavalcade started to drive to the future St. Petersburg—a wagon journey of 250 miles through a thinly settled country. At places the road was

The Orange Belt Railroad was fathered by Peter A. Demens—his correct name was Petrovitch A. Demenscheff—who came to Florida from Russia in 1880. Demens was of a noble Russian family and was very well educated. He was exiled from his native land because of his political beliefs and he never returned. For several years after coming to Florida, Demens operated a sawmill at Longwood, about ten miles southwest of Sanford. To get logs to his mill, he built a small railroad out into the timber lands. This probably gave him the idea of building a railroad on a larger scale. He interested a number of men and got about \$35,000 in cash, in addition to a few thousand he had himself.

His first venture was to build a road, narrow-gauge, from the town of Lake Monroe, on the St.



One of the beauty spots of St. Petersburg—the property of the Vinoy Hotel Company at Beach Drive and Fifth Avenue North, fronting on the Tampa Bay

nothing more than a trail, and then again, it was not even that. Almost a month was required for the trip.

Upon his arrival at his Pinellas estate, General Williams started work clearing about forty acres. He tried farming, but met with the usual success of men who use Northern farming methods in Florida. One of his sons later said that every potato he raised cost him a dollar. After a time he gave up the venture, left a few employes on the land to look after the property, and returned to Detroit.

It is believed that General Williams conceived the plan of founding a town on the peninsula after he learned he could not make his land pay by using it for farming purposes. Possibly he had had the idea in mind from the beginning—no one knows exactly. At all events, his subsequent activities were centered on devising ways of bringing a railroad to his property and making a town possible. In 1886 he shipped his furniture, horses and dogs from Detroit to Tampa and built a home in Hyde Park, a suburb of that city. He lived there until he completed negotiations with the Orange Belt Railway which resulted in the building of a railroad to his land.

Johns River, to the southern edge of Lake Apopka, about eighteen miles west of Orlando. Judge J. G. Speer, who owned much land in that locality, gave the railroad one-half of a townsite of 200 acres and the town of Oakland came into existence. It was the headquarters of the Orange Belt Railroad for a number of years.

DEMENS wanted to extend the railroad on to the Gulf. One of his partners objected but the others outvoted him. Donations were secured all along the proposed route. The Disstons of Philadelphia, who owned large sections in that section of the state, agreed to give the railroad about 60,000 acres. At first, Demens had no intention of building the road to that particular part of Pinellas Peninsula where Williams had his property. He wanted to go to a point near where Gulfport now is. But the negotiations for this site fell through and arrangements were made with General Williams through Henry Sweetapple, his treasurer, to come here.

Writing to his brokers, Demens said: "Gentlemen—Just received a report from our Mr. Sweet-

apple that he succeeded in making an arrangement with a certain H. Williams about getting one-half interest in 500 acres, with a mile frontage on the Gulf, where we will have our terminus in case the 'key' cannot be had. There is eighteen feet of water right at the shore and a splendid townsite there." In this note Demens was a little hazy about the facts but he had the right general idea.

Construction work on the railroad was started early in 1887 but Demens began to get into difficulties from the very start. His shipments of rails did not come as fast as he expected. The rainy season was very bad. And then, late in the summer, Florida had an epidemic of yellow fever, and his force of workmen was demoralized.

To make matters worse, Demens was unable to get money as fast as his underwriters had promised. He began to get behind and the contractors and workmen started clamoring for their money. At one time, 500 Italians gathered in Oakland and threatened to lynch him unless they got their money at once. Early in September, the creditors attached all the property of the company and the engines were chained to the rails. This proved such a shock to Henry Sweetapple, the company's treasurer, that he suffered a stroke of apoplexy and died almost instantly.

Demens managed to get enough money from his brokers and personal friends to tide him over for a short time. He worked eighteen to twenty hours a day. His health began to break down. Every few weeks he went to New York to beg for more money. At every opportunity he went out to the construction gangs, urging them to hasten the work. Speed was essential, inasmuch as many of the land donations were contingent upon the road being completed by December 31, 1887.

A month or so before the time limit, Demens succeeded in getting support from a syndicate of capitalists in New York and Philadelphia. It came too late to get the road completed on the date specified. It was not until June 8, 1888, that the first train came into St. Petersburg from the eastern end of the line. Many of the land donations were lost.

The financial condition of the Orange Belt was in a bad state and it grew steadily worse. The income from the road was negligible and only a few small tracts of land could be sold. Early in 1889 the affairs of the company reached a crisis. It had \$750,000 worth of bonds outstanding and \$55,000 in interest was due in July. Most of the bonds were held by the syndicate of Philadelphia and Chicago capitalists—the syndicate wanted the road as its own, so it proceeded to make terms with the original stockholders—Demens, A. M. Taylor, and Josef Henschen. Demens went to Philadelphia to handle the negotiations. He came back with a check for \$25,000—and \$8,500 of that belonged to Henschen and \$2,000 to Taylor. All that Demens got for his three years' work, and all his original capital, was \$15,000. He

had counted on making millions—but he ended with less than he had when he started.

During the next few years, efforts were made by the syndicate to develop St. Petersburg as a commercial port and also to bring settlers on the land along their right of way, thereby increasing the business of the railroad. But in both things the officials were unsuccessful and the railroad continued to lose money. The disastrous freezes during the winter of 1894-95, which killed many of the citrus groves in Florida and impoverished thousands of families, dealt the company another blow, and within two weeks after the last freeze the syndicate leased the road for ten years to Henry Plant, who operated it as part of the Sanford & St. Petersburg Railroad. In April, 1902, the railroad was absorbed by the Atlantic Coast Line. The Seaboard Air Line Railroad built into St. Petersburg during the summer of 1914, the first train coming in on September 22.

DURING the early part of 1888, the townsite of St. Petersburg was surveyed and platted by A. L. Hunt, chief engineer of the Orange Belt Railroad. General Williams was on hand to supervise the work, having come from Tampa and taken a home at Big Bayou at the outbreak of Tampa's yellow fever epidemic.

Contradictory stories are often heard regarding whether it was General Williams or Demens who gave St. Petersburg the wide streets and parks. Some say it was Demens who insisted upon them, and that the early negotiations were almost broken off because the general was reluctant in "giving away" any more land than he had to. Others say that General Williams was the advocate of plenty of room and that when Demens threatened to balk at such prodigal waste, the general replied: "It's my land and I'll do with it whatever I damn please!" Probably the truth is that the whole matter was worked out without friction. Land was "dirt cheap" in those days and it did not make much difference whether the streets were fifty feet wide or two hundred.

The agreement between General Williams and Demens regarding the division of the town, each to take half, resulted in complications during 1888. The railroad was to get its property, according to the agreement, when it had laid the tracks through the town and built a pier out to twelve feet of water. The tracks were not laid down to Second street until December, 1888, and the pier was not completed until more than a year later. In the meantime, Demens became impatient and on August 11, 1888, he recorded the plat under his own name. Still the general held off from making the division, evidently fearing that if he did so, the railroad could not be forced to complete its work. The division was finally made on February 28, 1889.

The Detroit Hotel—the first large building in St. Petersburg—was built during the latter part of 1888. The hotel was paid for by Demens and Wil-

liams, each paying half of the cost. Later Williams deeded over his interest in the hotel to the railroad.

During the period between June 8, 1888, when the first train came into St. Petersburg, and February 28, 1889, when the division of property was made, neither General Williams or Demens could legally sell any of their joint holdings without the other's consent. As a result, only two lots were sold. And in the meantime, the "old town" up around Ninth street had a chance to boom. In fact, it had started booming even before the railroad was completed. When the completion of the railroad was assured, E. R. Ward came to the Ninth street section from Big Bayou, where he had opened a store in 1885. He obtained the use of a small building at Ninth street and First avenue south, which had been built as a gathering place for the settlers of the peninsula, and established a general store—the first store of St. Petersburg.

In April, 1888, Mr. Ward made a partnership arrangement of some sort with Jacob Baum, who owned a large tract of land to the south and west of Mirror Lake, and five acres were platted as the Ward & Baum addition of St. Petersburg. The plat was recorded April 4, 1888. Ward & Baum gave clear titles, something General Williams or the railroad could not do, and they did a lively business after the railroad came in. Later a sharp rivalry developed between "uptown" and "downtown" and the first factional feeling was created.

Although "downtown" St. Petersburg was slower in getting started than the Ninth street section, it began to forge ahead after the property was divided and the sale of lots started. Late in 1888 the Detroit Hotel and the depot were completed. A little later J. C. Williams, Jr., opened a general store directly across the street from the Detroit.

THE initial growth of St. Petersburg was due solely to the fact that it was on a railroad connecting it with the outside world, and that it was at the end of this railroad. Trains laid over in the city at night and the railroad employes naturally found it advantageous to establish their homes here. Many of the original Orange Belt employes are still residents of the city.

The railroad gave St. Petersburg a big advantage over Disston City and Pinellas, and it was not long before it was recognized as the shipping and trading center for the lower end of the peninsula. A number of far-sighted merchants in the other settlements realized how things were going and moved their stores to St. Petersburg. Some of the farmers and grove owners also moved into the town in order to enjoy the advantages of community life.

St. Petersburg received its next impetus through the summer excursions run by the railroad. The low rates induced many persons in the central part of the state to visit the town for the first time. A number were so pleased with what they found that they later returned here to live. It was as a summer resort, in

fact, that St. Petersburg gained its first fame. The inlanders learned that St. Petersburg, because of its being surrounded by water, was cool during the summer months, and they came here to be comfortable. The excursions were run for a number of years. The first was held on July 4, 1889, and the visitors were welcomed at a celebration attended by everyone in town.

The big freeze of 1894-95 proved a tragedy to thousands of persons in Florida but it resulted in good for St. Petersburg. Many of the citrus groves on Pinellas Point survived the low temperature and a number of growers in other parts of the state who had been frozen out came here to make another start. They played an important part in developing the town.

During the early '90s the number of winter visitors to St. Petersburg was negligible. The tourist tide barely touched the town. For one thing, the railroad service was not what it might have been and the trip was anything but pleasant. Sometimes, when conditions were perfect, the rickety old engine bumped along over the uneven rails at a twenty-mile gait, but more often it crawled along with aggravating slowness. And every so often something broke and then the passengers had to spend hours looking at the scrub palmettoes and scrawny cows. No wonder the tourists did not include St. Petersburg on their itinerary.

During the latter part of the '90s, however, St. Petersburg began to come into its own. The railroad service was improved and trains began coming in on scheduled time. Considerable money was spent by a large land holding company to advertise the city and the results were apparent—tourists began coming and the fame of St. Petersburg began to spread.

Many of the first tourist visitors came to fish. And they found St. Petersburg a veritable fisherman's paradise. From the railroad dock they made fine catches of trout, mackerel and sheepshead and when they took boats and went out into the deeper water they tired themselves in fighting with the battlers. Anglers who came to stay a week remained for the entire winter. And when they went north in the spring they told their friends about the spot they had found, and the next winter the friends came too. So the city grew, year after year—and its growth has never stopped. The fine fishing, coupled with the ideal climate, proved an inducement which could not be denied.

UNQUESTIONABLY St. Petersburg was a primitive place in the early days. The first public improvement of which there is any record was the construction of a wooden sidewalk along Central avenue. This sidewalk was started at Ninth street in 1889 and built toward the bay. After about two hundred yards were laid, the money ran out and the work was halted.

This sidewalk, the first improvement, was started largely through the efforts of the women of the town.

They objected to walking through sand up above their shoetops and besides, they were inspired by the dawning town-beautiful movement. Banding together, they raised a small sum by selling ice cream and lemonade, giving entertainments and picnics, and used the money in financing the project. It was not until 1891, however, that they saw the sidewalk completed down as far as the Detroit Hotel. Between Second and Third streets the sidewalk was elevated like a bridge over the swale that used to extend through this section.

The construction of the board walk used up all the energy and money of the town builders during the period from 1889 to 1891. Central avenue was not even opened up all the way through to Ninth street. Between Sixth and Seventh streets Baum's grove intervened and the road jogged over to the alley on the north side of the railroad. Finally, in 1893, the street was extended through the grove.

The swale across Central between Second and Third streets proved a knotty problem to the town builders in the early days. The water was several feet deep during the rainy season and teams could not get through. It was not until the latter part of 1894 that the swale was finally filled in. And then the only way that the work could be financed was by having the members of the town council sign notes.

The streets of St. Petersburg were almost impassable during the early '90s. Horses loosened the sand and during the rainy season teams had a hard time getting through. To help matters a little, sawdust was obtained from King's mill and scattered in the ruts. Real road improvements did not come until 1897 when some of the main streets were hard surfaced with pebble phosphate. The first paving was done in 1905 when Central was paved from Second to Fifth streets. At the present time, St. Petersburg has more than 100 miles of paved streets, showing what progress has been made by the city during the past twenty years.

During the first three years of its existence, St. Petersburg managed to labor along without any government. Residents could do just about as they wanted to, so far as the law was concerned. There were no ordinances to obey or no officers.

Several attempts were made during 1890 and 1891 to incorporate the town but they were blocked by a small faction which was opposed to any town government, partly because it meant the curtailment of "personal privileges" and partly because incorporation would surely be followed by town taxes.

Early in 1892, however, a group of the town boosters renewed the fight and called an election for February 29. After considerable discussion, a vote was taken on the question of incorporation. The vote totaled 15 for incorporation and 11 against it. That matter being settled, town officers were elected. There were two tickets in the field—the Anti-Saloon

faction, headed by David Moffett, and the Open Saloon faction, headed by General Williams, the founder of the town. The Anti-Saloon faction won and Moffett was elected mayor, receiving 21 votes to Williams' 10. Less than two months after the election, General Williams died.

During the years which followed, St. Petersburg made steady progress. In 1897, it got its first electric lights, a plant being built here by F. A. Davis of Philadelphia. At that time St. Petersburg had less than a thousand inhabitants and only a man with great vision could have had the courage to invest his money in an electric light plant in such a small place. The enterprise failed to make a profit for many years but it helped St. Petersburg materially in getting a start.

Davis was also the man who gave St. Petersburg its first electric street railways. The original line, which extended from the foot of Central to Ninth street, and south on Ninth street to Booker creek, was completed on September 28, 1904. Later, the line was extended to Gulfport, then called Veteran City. Like the electric light plant, the trolley line lost money for many years.

St. Petersburg became a city on June 6, 1903, when the bill legalizing the new city charter was signed by the governor. Several changes in form of government have been made since then. At present the city is run under the commission form under a city charter which was ratified by the voters on August 14, 1923.

Improvements have come rapidly in St. Petersburg during the past ten years. Millions have been spent for paving streets, providing an excellent sewer system, building schools, improving the waterfront, and countless other things. The city has extended in all directions—sections which were "out in the woods" just few years ago are now in the heart of development. Each year shows a great increase in the amount of new construction, and despite the additional accommodations, each winter finds St. Petersburg crowded to overflowing.

THE phenomenal growth of St. Petersburg has been due solely to the fact that it is a favorite winter resort and that northerners love to come here to spend the winter months. Besides her climate, St. Petersburg offers the tourist a wealth of entertainment. There is something to please every pleasure-seeker, every sportsman, within her boundaries.

Until last year Williams Park, a plot of ground in the center of the city, measuring one block square and named for the founder of the city, was the amusement center with its many rogue courts, horseshoe lanes, chess and checker pavilion, band concerts and hundreds of green benches. With the rapid growth of the city, however, the crowds frequenting the park became so large that a few months ago it was considered advisable to remove the games to other sec-

tions of the city dividing them up among the various parks.

The famous Williams Park has not lost any of its popularity, however, and still harbors the thousands who seek rest and relaxation there, as well as the great throngs of concert-goers. It is a favorite meeting place for the masses, and here many a romance, many a meeting of old friends and the forming of new, occurs every day beneath the charming old moss-hung oaks, or in a sunny spot where the squirrels and pigeons play. Everybody is young in Williams Park, for it has an air of its own, an irresistible informality, which seems to make the whole world friendly and happy.

Another great attraction to the tourist is the band concerts. The whole winter long, the Royal Scotch Highlanders band, attired in picturesque military uniform, plays daily in the afternoons and evenings, and on Sunday afternoons. The programs are varied, having been arranged so there will be something for everybody, and all through the week, during concert hours, Williams Park is the city's favorite rendezvous. This year the Highlanders' season starts on December 7.

Many visitors are attracted to St. Petersburg by the unusual opportunities which it offers for fishing. It is said that more than 600 varieties of fish can be found in the waters of Tampa Bay—all sizes, shapes and colors, and many specimens from tiniest "shiners" to large inhabitants of the deep gulf waters. Many men and women find their favorite fishing grounds in the waters about the municipal pier, where a great variety of edible as well as game fish are lured to their bait.

If one is seeking more sportive fishing, he may hire a launch which will take him to the open waters of the gulf for a day of angling for grouper, kingfish, and that gamest of all fish, the tarpon. This fish, called because of the brilliant color of its large scales the "silver king," does not run until June, but many tourists remain through that month, and often later, for the pleasure of adding a tarpon to his list of Florida trophies, and for the thrill of putting up a fight against him.

FOR the golfer there are splendid attractions in the Sunshine City. When northern courses are blanketed with snow, the smooth green links of St. Petersburg lure men and women to them for several months of indulgence in the sport.

Here there are four of the best 18-hole courses in the south—the Jungle course, Boca Ceiga course, Butterfly course and Coffee Pot course.

The links of the Jungle course are located seven miles from the center of the city, and may be reached either by automobile or trolley. The Boca Ceiga course is new, having been completed during the summer by Walter Hagen, golf champion, who expects to spend much of his time there. This is located at Pasadena, on the Boca Ceiga Bay side of the peninsula.

In the Big Bayou section there is the Butterfly course, a special attraction of the Lakewood Estates development, while the Coffee Pot course, the nearest of all, is in the North Shore section. All these courses wind through groves of southern pines and palms, in their natural environment, and afford most delightful playgrounds for the golfers.

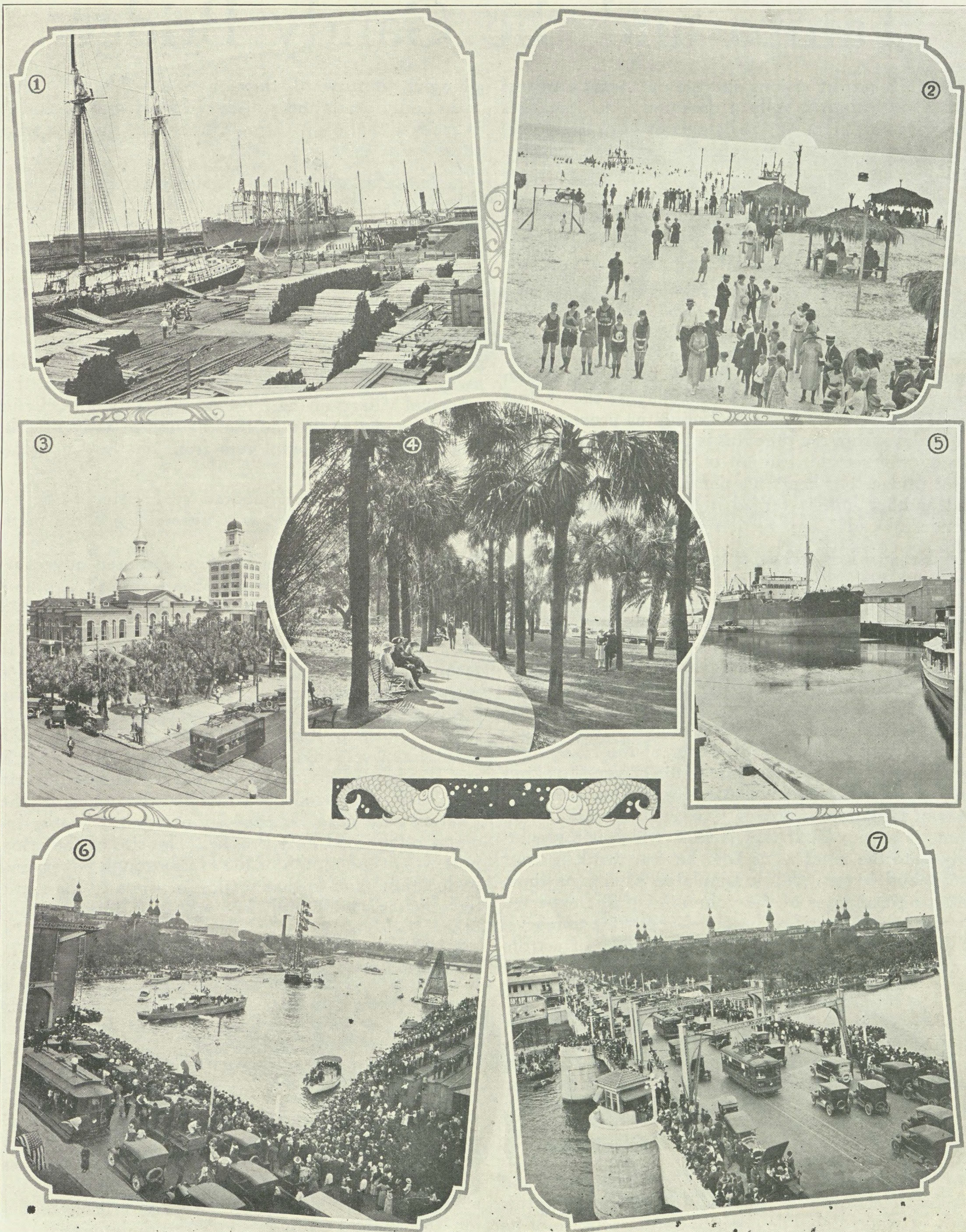
Perhaps the most popular attraction of all, especially for the newcomer, are the gulf beaches. The tempered waters about all the shores of Pinellas Peninsula afford excellent bathing, and the gathering of shells is especially interesting to those uninitiated in the ways of the seashore. Trips to Pass-a-Grille, St. Petersburg Beach, Clearwater Beach, Indian Rocks, and the more remote beaches will afford ample proof of their popularity.

Those tourists who come south with their cars will find any number of beautiful drives from St. Petersburg over hard-surfaced roads. Trips are often taken up the coast through Clearwater and Dunedin to Tarpon Springs where the tourist is always interested in the sponge fisheries and the Greek divers.

For those visitors who do not own automobiles, bus lines are operated on regular schedules to Pass-a-Grille, Tarpon Springs, Dunedin and Tampa, and even to other sections of the state. Within the city interesting trips may be taken by trolley to the Jungle and Pasadena, on the Boca Ceiga Bay; to the alligator farm, which is one of the most interesting attractions offered by St. Petersburg; to North Shore, a section of beautiful residences; to Big and Little Bayous, where the first St. Petersburg settlement was made; to various orange grove sections, to Gulfport, and to other points of interest.

Perhaps more than anything else the friendly green benches of St. Petersburg have fostered and encouraged that spirit of cordiality and friendliness that is the heart and soul of the Sunshine City.

On these benches, which line the main streets of the city, the tourists sit and chat; here they wait for delinquent trolleys, drop down to rest for a few moments before returning home for dinner, meet old friends or make new ones, designate them as meeting places—and in various ways rely upon them as the faithful friends which they are.



Views in Tampa. 1—Exporting lumber from Tampa. 2—Sunset Beach. 3—Court House Square showing City Hall at right. 4—A beauty spot in Plant Park. 5—A view of the new municipal docks. 6—A scene at the annual Gasparilla Water Carnival. 7—Winter visitors viewing water sports.

Tampa and the Gandy Bridge

THE seer of visions and the dreamer of dreams too often is only a dreamer. He visualizes what might be; he dreams of what should be, perhaps, and then he lets it go at that, remaining nothing but a visionary. When he weds accomplishment to vision, when his dreams are based on real, determined purpose—well, it's different then. Your true prophet is the man who takes steps to see that his prophesies are fulfilled.

So George S. Gandy is a real prophet. Nearly a quarter of a century ago he saw a vision and dreamed a dream of a mighty bridge spanning Old Tampa Bay and linking St. Petersburg and Tampa as with a giant's causeway. He prophesied that some day the dream and the vision would be made actualities; then he set about making them so and fulfilling the prophesy. In a few days from the time this is being written George Gandy will see the fruition of the dream, when the great bridge that bears his name is opened to traffic and another link is forged in the solidarity of this wonderful Gulf Coast section of South Florida.

Perhaps it is too soon for us of today to realize just what the Gandy Bridge means to the sister cities separated by Old Tampa Bay, and to the entire section now growing and developing with a rapidity that amazes old-timers and newer residents alike. We know that the bridge cuts the distance between Tampa and St. Petersburg to nineteen miles, instead of the more than forty miles of travel that used to lie between—that it reduces the time required for an automobile trip from one to the other of the cities from two hours or more—according to the driver—to about half an hour or so. We Americans, ever since the days of Benjamin Franklin, have said laconically that "time is money." If that is true, which it undoubtedly is to the most of us who have to work for our bread and butter, the accumulated saving of time, based on estimates of the volume of traffic expected to flow over that bridge, becomes something to marvel at without understanding, like the figures of astronomers when calculating distances in inter-stellar space.

INASMUCH as the opening of Gandy Bridge is another milestone along the way of Tampa's splendid growth and progress, it is interesting to know something of the events which have gone to make up the history of this city.

Records show that Tampa's real history—the story of white settlement of the lands around Tampa Bay—was begun when Pamphilio de Narvaez and his tiny fleet sailed into the bay in 1528, naming this body of water Bahia de Espiritu Santo, because of its discovery on that church holy day, and also because of its vast extent and its beauty.

Narvaez and his adventurers sought gold, but

plunging northward through the wilderness they found only death and scattered, lonely graves, and it is believed that only a score of the three hundred who came found their way back.

In 1539 Spanish ships again entered the big bay that Narvaez had discovered. Hernando de Soto, commander of this force, had been with Pizarro in Peru and had shared in the find of gold and other treasures among the Indian settlements there.

From maps made evidently by survivors of de Soto's expedition, it is thought that he landed somewhere near the head of old Tampa Bay, probably at or near the present site of Safety Harbor. Not far away they found an Indian town—Tocobago, the principal village of the most powerful Indian tribe in Florida, and a settlement that figured in early Florida history among the explorers from all the European countries.

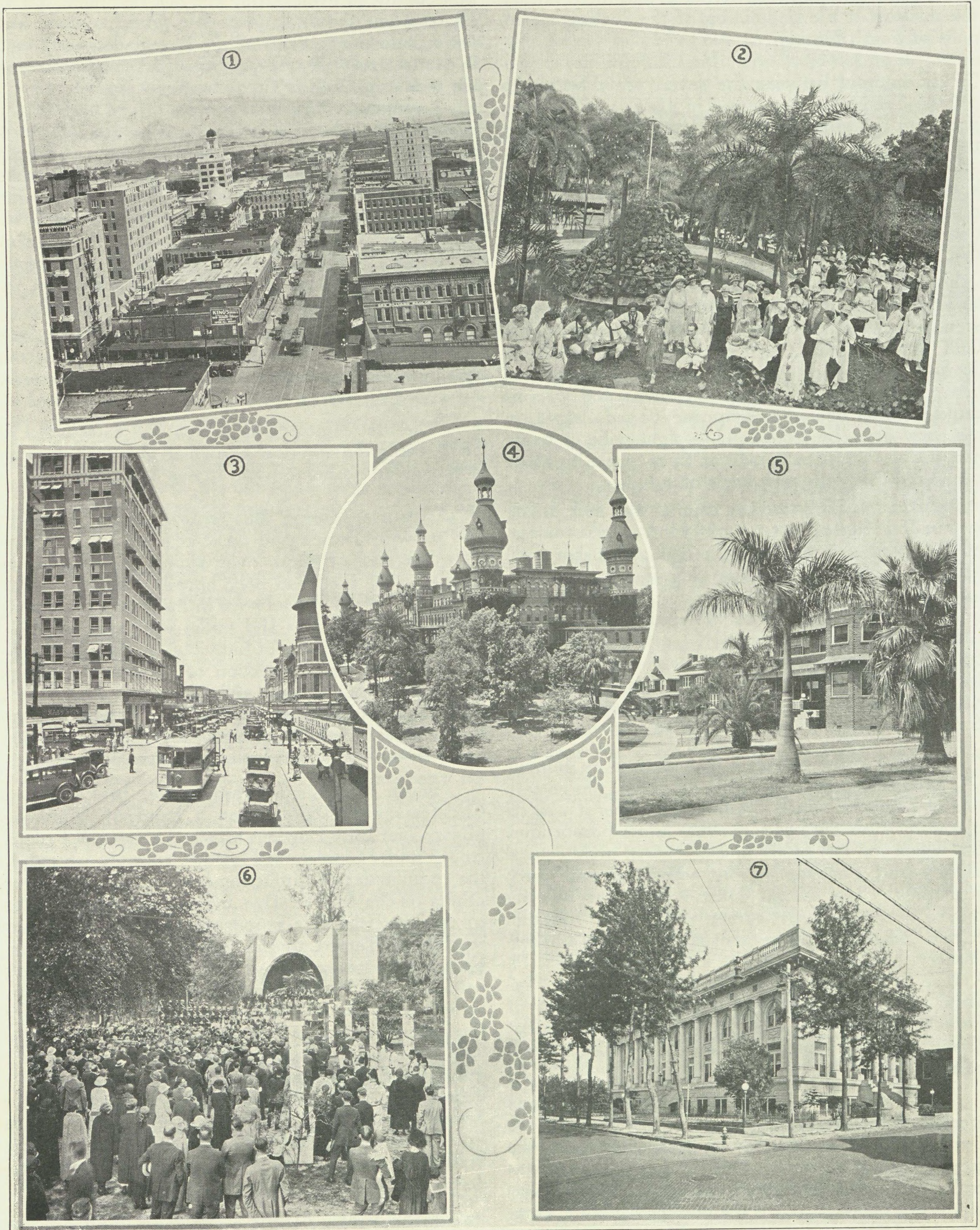
For nearly three hundred years after de Soto's expedition Tampa Bay was unseen by white men.

MEANWHILE, though a few scattered adventurers, among them real pioneers as well as others who sought the wilderness for the sake of safety, had penetrated into what is now known as South Florida, no occupation of the site of the city of Tampa is recorded in anything save tradition. The Seminoles were falling back before the advancing whites; the buccaneers of the Gulf and Spanish Main had practically vanished. It was not until in December, 1823 that the real settlement of Tampa began, when American troops under Colonel Brooke sailed into Tampa Bay, and recognized the strategic advantages of the location as a base for expeditions against hostile Indians, established Fort Brooke. The site of the army post was at the mouth of the Hillsborough River, and its location gave to that section of the city the name by which it is commonly known to the present day—"the Garrison."

Indian warfare and the story of numerous expeditions from Fort Brooke, sent out against the Seminole and their kinsmen, the Creeks, marked all the early years of the army post, then the farthest south of American military occupation.

During the seven years of war with the Seminoles, which began in 1835 and continued until 1842, Fort Brooke was garrisoned with numbers varying as expeditions were sent out into the Indian country and returned to their base. Fort Brooke was a base of operations against the Seminoles and Creeks of the southern peninsula and without it the task of subduing the Indians would have been indefinitely prolonged.

Naturally, with the arrival of the troops and the establishment of the army post, a number of civilians



Views in Tampa. 1—Franklin street looking south. 2—Tea Garden in the Tampa Bay Hotel grounds. 3—Franklin street looking south. 4—Tampa Bay hotel. 5—One of Tampa's beautiful residential streets. 6—Band shell in Plant park, showing one of the large crowds which attend daily concerts. 7—Spanish Club. (Photos copyright by Burget Bros., Tampa.)

came, some bringing their families, and these formed the nucleus of the population of the coming metropolis of South Florida.

THE interval between the seven years' war with the Seminoles that ended in 1842, and the final war with the same Indians in 1856, was marked by the setting of a brisk tide of immigration into the growing young town that then was beginning to be known as "Tampa Bay," and into the region surrounding it. Many of the founders of the families that are reckoned among the earliest came in during that period.

From its first settlement Tampa has been the trading and supply point for the extensive territory of nearly 200 miles north and south, and from the Gulf Coast to and beyond the Kissimmee River. Several large mercantile concerns were established here early in the history of the town; and wagons came from all over the region mentioned, drawn, in the early days, by from four to eight yoke of oxen, and taking from one to two or three weeks to make the round trip with their loads of supplies.

Although Hillsborough county was first organized in 1834 under the territorial form of government, and was named in honor of the Earl of Hillsborough, English nobleman to whom his government had granted an immense tract of land during British sovereignty of Florida, it was not until 1849 that the federal government granted the original forty-acre tract as the county seat. Meanwhile, in 1847, following the admission of Florida as a state, the county was reorganized and first steps were taken toward formation of a permanent county government.

THE first court house in Tampa was an humble structure, built near what was then the eastern end of Lafayette street. A few years later it was replaced by a building of somewhat larger proportions, but which still lacked all the elements of architectural dignity and elegance usually associated with such structures. The second court house later was removed to the southeast corner of Zack and Franklin streets, location of the present store of Maas's haberdashery, and subsequently it was occupied by J. H. Krause as a store building for many years. It was again removed, this time to the northwest corner of Florida avenue and Zack street, and the present Krause building replaced it at the Franklin street corner.

Hillsborough county's third court house was erected on the site of the present court house, the entire square by that time having been obtained by the county for the purpose. This third court house was built about 1852, and stood until 1890, when it was removed to make way for the present structure, completed in 1891.

During the period of Tampa's early growth, beginning about 1849, many of those who founded the city's oldest families arrived in the village. This in-

flux continued even during the last Seminole war in 1856, when the Indians at last were subdued and driven into the recesses of the Everglades—although it cannot truthfully be said that the Seminoles and the remnants of their Creek brethren ever were actually conquered. The Indians were driven back by the increasing numbers of whites and by the relentless campaigns waged against them by overwhelming forces of soldiers, but no man can say that the tribe ever surrendered or gave any token of submission beyond the retreat into the vast expanse of unknown land around Lake Okeechobee, where further pursuit on the part of the whites was impossible. Remnants of the Seminoles remain, government wards on reservations to the north and south of the great lake.

By this time Tampa had attained the proportions of a real village. Washington street had become the real business thoroughfare, and a number of stores, carrying large stocks of goods had been established.

The first cemetery in Tampa was established in 1850, being the one now known as Oaklawn, though it was given no name when it was dedicated.

OF course, during this entire period of early growth, Tampa had no streets save the narrow thoroughfares of sand, over which in some places quantities of shell had been spread. Narrow plank sidewalks served as footways in the business section; farther out, the paths and walks were sand or shell, according to the desire of individual property owners. According to the recollection of persons still living, in the early 50s Tampa still had not a single brick building, residence or otherwise. There was no bridge across the Hillsborough River, communication between the two shores being by means of ferries.

South Florida's last Indian war broke out on Christmas eve, 1855, when a band of Seminoles under Chief Billy Bowlegs attacked a force of Federal troops under Lieutenant Hotstaff, severely wounding the commander and inflicting less serious wounds on others of the force. This Indian outbreak was due to the government's reopening of the old military road from Tampa to the Kissimmee River region, pursuant to plans for establishment of a complete cordon of military posts across the peninsula, designed to confine the Indians to the southern part of the state. Military activities, including surveys of the land held by the Indians to be their own hunting grounds, brought about this conflict, which was not ended until 1857, when a delegation known as the Seven Indians from the Indian Territory arrived at Fort Brooke to endeavor to induce their Everglades brethren to cease fighting and accompany their predecessors to the lands beyond the Mississippi.

In September, 1861, a company known as the Sunny South Guards, commanded by Captain John T. Lesley, was mustered into the service of the Confederacy, a beautiful silk flag being presented to the company by a bevy of the most beautiful girls of the

village, the ceremony taking place under the moss-draped oaks at the Garrison. Later, five other companies, making six in all, were formed in Tampa and surrounding territory, all serving in Virginia and on the battlefields of the west. A small garrison was maintained at Fort Brooke during the war and until Finnegan's Brigade was ordered into the Shenandoah Valley in 1864, when the garrison was withdrawn, going with the brigade. Entrance to Tampa Bay was blockaded at the beginning of the war, and the blockade was maintained until the close of hostilities.

During this blockade Federal gunboats generally remained near the entrance to the bay, coming up toward the village occasionally. A watch was maintained in the cupola of the court house, and whenever the gunboats were spied coming up the bay the old bell was rung as a warning to the populace to seek shelter. During this period the village was bombarded on several occasions, the gunboats usually taking up stations on the western side of the bay, and on the eastern side near Hooker's Point, from which station they would send a cross fire into the village. Invariably, however, the attacking ships would fire a single gun as a warning, and then wait long enough for the women and children to reach places of safety before beginning to shell the village. Getting out of the way usually meant going up into the heavy woods that covered the section now known as Tampa Heights. So far as can be learned, no material damage ever was done in these bombardments, and it is certain that no lives were lost.

It was not until 1864, after the Confederate garrison had been withdrawn from Fort Brooke, that a force of Federals under General Woodberry landed at Hooker's Point and marched into the town, capturing it without resistance. All public property belonging to the Confederacy, of course, was seized, but General Woodberry, who commanded the expedition in person, respected private property by reason of the intercession of Ossian B. Hart, a Southern loyalist living in Tampa, who became governor of Florida during the reconstruction period. So it was that when Tampa's soldiers returned to their homes after the surrender at Appomattox, they did not find the scenes of destruction and ruin that marked the war-torn regions farther north.

THREE great episodes played especially important roles in the making of Tampa's history. They are: the coming of the railroads, the acquisition of title by private citizens to the Fort Brooke military reservation, and the creation of a deep-water harbor. A fourth in importance was the establishing of Tampa's great cigar manufacturing industry.

The first railroad actually completed into Tampa was the South Florida railroad. It was built as a narrow gauge line, but after its acquisition by the Plant System it was made standard gauge and later became a part of the Atlantic Coast Line. It was built from both ends simultaneously, and when the two ends

met it was opened for traffic in January, 1884. The Yulee road, so-called from the name of its projector, was begun in 1858, but its construction proceeded slowly and intermittently, and it did not reach Tampa until 1889.

Opening of the South Florida railroad gave new life to Tampa, and the advent of the Yulee road, now part of the Seaboard Air Line, gave additional impetus to the growth of the city that was by this time beginning to be called the metropolis of South Florida. Between the coming of the two railroads, records show that the great cigar industry was introduced—an infant industry that was destined to become the basis for Tampa's financial and industrial prosperity. V. Martinez Ybor, for whom Ybor City is named, was one of the pioneers in this business in Tampa.

Even before the railroads reached Tampa, the town had been incorporated, this important event in its history taking place in 1855, six years after a unanimous vote favoring the corporation proposal had been favored by a mass meeting of the citizens. At that time (1849) the population of Tampa numbered 185 persons by actual count, and fourteen citizens attended the mass meeting.

It is a far cry from the Tampa of that day, when through the years, to the little town the railroads found in 1885 and in 1889, and on to the present time. In the years that have elapsed, the cigar industry planted here more than forty years ago has grown from a feeble infant to a giant, and Tampa now produces more clear Havana cigars each year than are produced by any other city in the world, not even excluding Havana itself. Such is the magnitude of this industry today that a single concern, one of the mail order cigar companies, pays in postage more than one-half of the postal receipts of the Tampa postoffice.

In the years between had come the brief conflict between the United States and Spain, when Tampa for the first time assumed international importance and took its place on the front pages of the newspapers as the port of embarkation and debarkation of American troops departing for or returning from Cuba. It was from Tampa that Theodore Roosevelt's Rough Riders sailed for the island; and it was at Tampa that a majority of the Southern troops were encamped on their way to and from the scenes of action with Weyler's armies. "Those were great days," say Tampanians whose residence here extend that far back; and many are the tales that are still told of the stirring spring, summer and autumn "when the soldiers were in Tampa."

At that time the city had not a single paved street. All of the city's thoroughfares were either deep sand or sand with a covering of shell. Few brick sidewalks had been built; most of the walks, even in downtown sections, were of planks. A "dummy" line ran from Tampa to Ybor City—cars drawn by a nondescript engine propelled by steam.

Only a few brick buildings had been erected, frame construction being the rule, and most of the buildings were two and three-story structures. A wooden bridge spanned the Hillsborough River at Lafayette street. Plant Park was a dream of Henry Bradley Plant. The Tampa Bay Hotel, crowned with its Moorish minarets, stood in the midst of what was almost a wilderness, but what now has developed as the Hyde Park section of the city. Farther down the shores of Hillsborough Bay was nothing but woods, with two or three homes surrounded by small groves of oranges and grapefruit trees. Residential development of Tampa at that time was all toward the Heights section and the business section extended barely as far north along Franklin street as Zack.

BUT with the close of the Spanish-American War Tampa began to grow. Within a few years the old plank sidewalks began to be replaced by brick pavements; the sand streets gave way to brick; substantial business structures took the place of the old frame buildings. After many vicissitudes, the infant street railway line passed into the ownership of the Stone and Webster interests, to be developed to its present status as one of the most important electric light, power and traction concerns of the South, and the only street railway system of any magnitude in the country now remaining on a five-cent-fare basis.

Events of these later days are too recent, and too fresh in the memory of persons now living, to be more than contemporaneous history. Lapse of years must be permitted to gain the proper perspective, to allow events of the present to mellow into the history of a generation or two hence.

Adoption by Tampa of the commission-manager form of government, for example, an epoch-making event in the city's history, occurred only four years ago; entrance of Tampa in the field of municipal ownership of public utilities through the purchase of the city water works plant and system occurred little more than a year ago; and so new to Tampans is the idea of present-day construction that the building of a twelve-story hotel or office structure is an event.

Today the assessed valuation of real estate within the expanded limits of the city of Tampa is nearly \$40,000,000—eight times as much as the United States paid to Spain for the whole state of Florida in 1819.

Today Tampa has 115 miles of paved streets, with more pavement being laid in a week, at the present time, than was laid in a whole year when many of Tampa's present-day business men were youths.

Permits for new buildings within the city limits of Tampa, issued up to the last day of September,

had reached, for the year, the sum of more than \$4,000,000. Sales of real estate in Tampa and Hillsborough county during the summer that has just passed have averaged not far from \$2,000,000 a month.

Last year the cigar factories of Tampa made and sold more than 500,000,000 clear Havana cigars. This year the output of these factories will go far beyond the 600,000,000 mark.

From the port of Tampa is shipped more phosphate rock than goes out of any other port in the world. Within a radius of 100 miles of Tampa are located rock and pebble phosphate mines comprising more than half of the world's supply of this vital fertilizing element.

Tampa's fine cigars and Tampa's phosphate have carried the name and the fame of the city to the uttermost corners of the world, borne by Tampa-owned ships. From the village of Civil War days and the little town of Spanish-American war times, with not more than half a dozen industries, Tampa has grown to the proportions of a metropolis, sustaining innumerable commercial enterprises, having more than five hundred industrial and manufacturing plants, and with a volume of imports and exports that give the city the rank of the seventh port of the United States.

Tampa has quite a lengthy list of other things of which to be proud—her golden sunshine and azure skies; her summer showers and breezes and her balmy winter days and nights; her miles of paved streets shaded with palms and oaks and lined with handsome homes; her beautiful Bayshore Boulevard; her wonderful suburbs, where beauty is being created out of raw, rough pine and oak and palmetto lands; her industries, headed by the cigar manufacturing business employing more than 15,000 workers, and the other enterprises with their weekly payroll of at least a quarter of a million dollars. Tampa is proud of all of these tangible evidences of her cityhood.

Peculiarly blessed with a rich and rapidly developing back country, a diversity of manufacturing industrial interests, a deep water port where congregate ships from the Seven Seas, and a trade territory extending nearly three hundred miles up and down the Gulf Coast and more than half way across the Peninsula of Florida, Tampa may justly claim the title of "Florida's Year 'Round City." Not a mere winter playground for the idle rich; not a smoke swathed mill for minting the sweat of toilers into dollars and cents, Tampa offers endless opportunities for wholesome recreation as well as for gainful employment and profitable investment under conditions as nearly ideal as those that present themselves anywhere in the length and breadth of the land.

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FLORIDA is the cynosure of all eyes just now because of the enormous amount of development going on and being planned. If there were nothing else in Florida but its climate, this would be sufficient to attract the attention and interest of the rest of the world. Florida is supreme in the production of citrus fruits and early vegetables. In the business charts of the country Florida has steadily maintained a place in the lead. The history of Florida is more interesting than the history of any State in the Union. Florida is being called "The Playground of the World," and with good reason, for people are flocking to Florida from all parts of the world to enjoy the many advantages and things of interest and enjoyment to be found here.

The demand for the first issue of *Suniland* far exceeded the expectations of the publishers. Newsstands have been swamped with orders. Many people have been disappointed because they could not obtain as many copies as they wanted. The only way to be sure of getting *Suniland* is to become a regular subscriber.

SUNILAND is the most ambitious magazine that has ever been published in Florida. It is attractively printed on good quality paper with appealing two-color covers. It is filled to the brim with valuable, entertaining and interesting reading matter by the best writers in Florida with loads of pictures in between.

Among the features in the November issue is an article, "The Investment Opportunities of Florida," by G. L. Miller. Everyone interested in Florida should read this.

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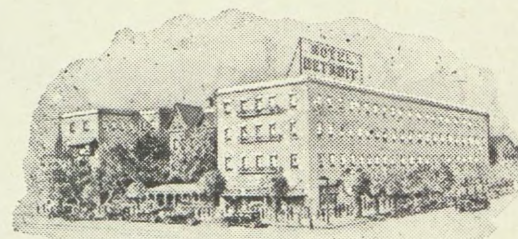
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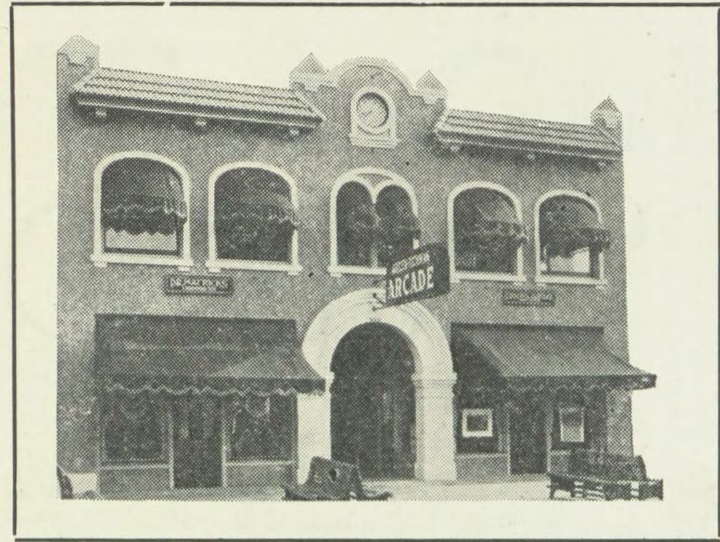
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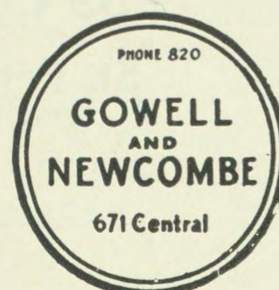
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PASADENA EDITORIAL

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These three things are: doubling the population and assessed realty values—the conception and completion of the Gandy Bridge—and the development of Pasadena.

Pasadena extends its congratulations to George S. Gandy, Senior, on the realization of his dream. His faith, his courage, his persistence, overcame all obstacles.

He has contributed a lasting benefit to his community and to his State.

No matter how good he feels today, Pasadena feels as good as he does over the triumph of his great achievement.

We cannot conceive of a man wishing for any greater triumph than that which has come to "Dad" Gandy. His is the success that carries with it as much service to the public as to himself.

The Gandy Bridge will prosper because of Pasadena's contribution to its success, and Pasadena will prosper because of the contribution of the Gandy Bridge to its success.

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Yesterday --- Today --- Tomorrow

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Today it would be impossible to estimate the wealth that has been accumulated in this section alone from the great enterprise. Today the entire community looks backward with regret that their investments and support had not been more extensive two years ago. The Gandy Bridge influence accordingly knows no bounds. But as an example it serves to establish a precedent at this particular time.

As we saw the results then, we again see them now in the second great civic development for our community.

In a community that which is actually needed must eventually be secured to produce the best results for all concerned.

The developments of the Vinoy Park Hotel Company are needed improvements. The location along the waterfront is the selection of residents and visitors for the past thirty years. The time for presentation is most opportune. The realization of this new, yet old vision will accordingly revolutionize the entire community once more.

The value of an investment in the securities of the Vinoy Park Hotel Company for all concerned is immediate in its returns. The property owners can join in absolute financial support and quickly realize a tremendous profit on their personal holdings. Business men, professional men and specialty producers who have as yet no concrete ideas concerning the enormous changes in their receipts that are to follow the completion and operation of this second great undertaking for the making of our city should and will immediately follow the example of those who have already given their support to this proposition.

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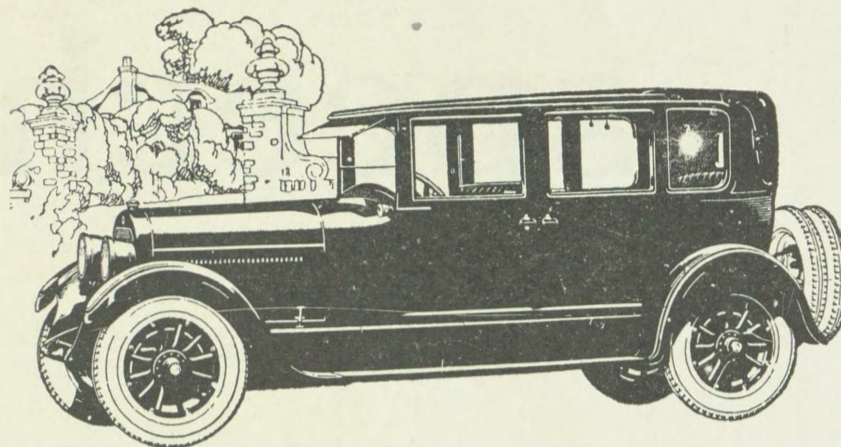
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At this point of progress, the gigantic Davis Islands building program will be started. Only a few days will be required before the actual construction of the \$750,000.00 Apartment House will start. Accompanying this activity will be the initial work of the extensive home-

building plans, embracing the erection and financing of 300 magnificent homes.

Following on the heels of this compelling activity will be the opening of new sections of Davis Islands, further street development, more and greater building operations, including gorgeously planned hotels, casinos and pools, gateways and plazas, golf, country and yacht clubs, yacht basins, piers—everything of a nature to guarantee Davis Islands residents a type of living which reaches vigorously toward the real ideal.

And in the wake of intensive development of this sort, investment opportunities multiply. The romance of Florida real estate values will find full expression in the immediate future of Davis Islands, in measure incomparably greater to that of any other development in the entire State.

